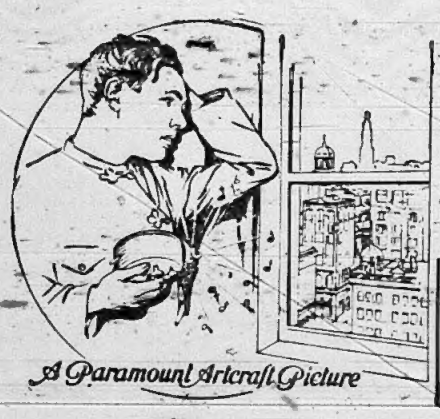
MAY 18th, 1920

CANADIAN MOVING PICTURE DIGEST

V. 11.
May 18, 1920
–
May 15, 1921
Complete



THOMAS H. INCE Presents

CHARLES RAY

in

"ALARM CLOCK ANDY"

Famous Lasky Film Service Ltd.

Branches throughout Canada.

PRICE FIFTEEN CENTS

BEATS 'EM ALL BY A MILE!

That is What Every Exhibitor Says Who is Now Playing

SELIG'S MILLION DOLLAR WILD ANIMAL SERIAL

"THE LOST CITY"

OF THE AFRICAN JUNGLE

15

EPISODES

CHUCKFUL OF ACTION— THRILLS— SUSPENSE—

15

WEEKS OF THE BIGGEST BUSINESS YOU EVER HAD

The Greatest Super-Serial ever Presented to Canadian Exhibitors with a Startling array of Wild and Ferocious Animals.

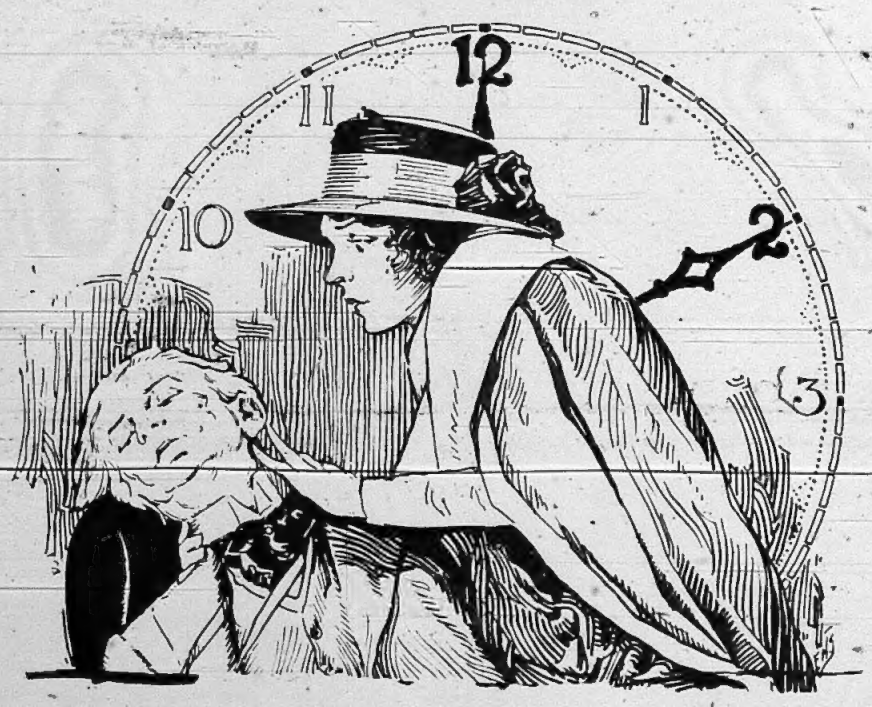
DON'T WAIT— GET YOUR DATES NOW

AN ACTUAL SCENE SAVED FROM THE LIONS

Morgan Bryan

Exhibitors Distributing Corporation, Ltd.

TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER



The Greatest Climax Ever Presented in Motion Pictures!

ALONE in the deserted castle, crazed by fear, the young girl at midnight started an all-night vigil in the room which contained the body of her father. Strange and uncanny noises startled her, the murmuring wind made her shrink in horror.

SUDDENLY the body moved—and—at the moment of 12.10, the startling plot is unfolded in a manner that stamps Herbert Brenon one of the greatest masters of the Screen.

MARIE DORO IN HERBERT BRENON'S "12.10"

THE BEST ALL-BRITISH PRODUCTION RELEASED IN CANADA

A Big Attraction for Your Theatre—
Ask The Man Who Has Played It

BOOK THIS ONE—

THE MOST POPULAR SCREEN LOVER **LEW CODY**

"The Beloved Cheater"

A Great Picture—a Big Star—a Wonderful Production.

This Picture offers many angles for profitable advertising and exploitation, which assures you of big business.

Arrange to Book this Production and Cash In

Exhibitors Distributing Corporation, Limited

Toronto Montreal St. John Winnipeg Calgary Vancouver

CANADIAN EXHIBITORS EXCHANGE, LTD.

offers

THE INITIAL

HODKINSON PICTURE

DAINTY

DORIS KENYON

IN

"The Band Box"

FROM LOUIS JOSEPH VANCE'S FAMOUS NOVEL

FOLLOWED AT REGULAR INTERVALS OF

TWO WEEKS

BY

J. WARREN KERRIGAN IN **"THE JOYOUS LIAR"**	**AUGUSTUS THOMAS'** famous story **"AS A MAN THINKS"**	**MITCHELL LEWIS** IN **"KING SPRUCE"**

AND OTHER BIG BOX OFFICE ATTRACTIONS.

GET YOUR HODKINSON CONTRACT NOW.

Canadian Exhibitors Exchange Ltd.

TORONTO
34 RICHMOND ST. E.

OPEN SOON—
OFFICES IN
WINNIPEG and ST. JOHN

MONTREAL
IMPERIAL THEATRE BLDG.

Mr. Exhibitor:

Are You Prepared?

ARE you armed against the invasion of that inevitable enemy. who attacks your box office every summer—"OLD SOL"?

What have you done toward protecting your reciepts against the terrible strength of this arch enemy?

You must Realize that hot weather is as sure to come as Death or Taxes and the wise Exhibitor will fortify his Business before it is to late.

Let us help you ward off the monster "SLUMP" which so often accompanies the advent of warm weather. We have the big, unusual feature pictures that you need to combat summer with. You know what such pictures as "The End Of The Road", "Dangerous Days" "The Silver Horde", Partners of the Night" and "The Strange Boarder" are doing for Exhibitors everywhere. They are each and every one of them establishing new box office records. We have dozens of other Features of equal merit.

Why not visit your nearest "FAMOUS" Exchange today and plan your programs for the summer months.

Be prepared to combat "OLD SOL" with a cool, clean Theatre and with our Feature Film Service.

MOST SUCCESSFUL EXHIBITORS
THROUGHOUT CANADA ARE
"FAMOUS PLAYERS"
EXHIBITORS

FAMOUS PLAYERS FILMS SERVICE

TORONTO ST. JOHN MONTREAL WINNIPEG CALGARY VANCOUVER

EMPHATIC BOX-OFFICE HITS

LEE KUGEL'S *Big Stage Success*

OLD LADY 31

by
RACHEL CROTHERS

With an All Star Cast headed by
EMMA DUNN
and HENRY HARMON

Scenario by JUNE MATHIS *Directed by* JOHN E. INCE

JAMES A. HERNES *Immortal Sea Drama*

SHORE ACRES

featuring
ALICE LAKE

Adapted by ARTHUR J. ZELLNER
Directed by REX INGRAM

Maxwell Karger **METRO** *Director Gen'l.*

Distributed By **REGAL FILMS LIMITED**
TORONTO WINNIPEG MONTREAL CALGARY ST. JOHN VACOUVER

REPUBLIC RP PICTURES

Carl E. Carlton Presents

EDITH DAY

Star of "IRENE"
New York's Biggest Success
in

"CHILDREN NOT WANTED"

A
Crest
Picture

REPUBLIC DISTRIBUTING CORPORATION
LEWIS J. SELZNICK Advisory Director
729 SEVENTH AVE., NEW YORK
BRITON N. BUSCH, President
EXCHANGES EVERYWHERE

DISTRIBUTED BY

SELECT PICTURES CORPORATION, LIMITED

PRESENTED
BY
JESSE L.
LASKY

"HUCKLEBERRY FINN"

A NEW MARK TWAIN-PARAMOUNT ARTCRAFT PICTURE

A Picture as Great as the Story

AS real, as fresh, as appealingly human today as when Mark Twain—his eyes a-twinkle—called them from his heart and wrote them down forever in the world's greatest romance of youth.

Freckle-faced Huck Finn; Tom Sawyer, with his marvelous plans; "Pap" Finn and his jug of rum; those seedy old rapscallions, the "King" and the "Duke"; Black Jim and sweet-faced Mary Jane.

Now in this irresistible photoplay, they live before your very eyes—with all their charm, their escapades, their lovable, laughable ways.

A tale of orther days on the Mississippi—Pulsing with a hundred immortal adventures—Mellowed with much laughter—Softened by a few tears.

FAMOUS LASKY FILM SERVICE, LIMITED

Branches Throughout Canada

Canadian Moving Picture Digest

WALTER R. GREENE
Managing Editor

Independent and Progressive

HARRY J. MANHEIM
Business Manager

Published Semi-Monthly by THE DOMINION EMBOSSING & PRINTING COMPANY,
27 Jarvis Street, Toronto.

Subscription $2.00; United States $3.00 Foreign $3.50.

VOL. II | MAY 18th 1920 | No. 1

Educating The Public For British Pictures

By Ray Lewis

(Final Article)

When the discussion of British Pictures arises one is told by The Public that "The Better 'Ole" was great," "Choosing a Wife" (The Elder Miss Blossom) excellent and "Mr. Wu" a wonder:

The writer has seen other British Productions which are equally good.

"The Better 'Ole" came to Canada before the interest in British Pictures was very keen, in fact this picture helped extensively in stimulating the British Picture Interest in Canada and the United States.

Wherein was the secret of the success of "The Better 'Ole"? Since "The Birth of a Nation" no picture appears to have so thoroughly taken hold of the Public; and yet to compare these pictures is about as impossible as a comparison between London and New York. These two pictures are possessed of such individualistic features that they must stand apart as Unique Productions.

Critics might contend that "The Better 'Ole" arrived at the psychological moment The comedy appeal of War was such a relief from the tension and tragedy of the War, but it appears that the comedy element in War pictures had not previously been overlooked. Some of the pictures with the Kaiser as the Arch-villian of the World were funny enough. If the Kaiser had nothing else to live down but his characterization in moving pictures, Hercules tasks would be much the lighter occupation.

However to return from our digression, wherein was centralized the merit of "The Better 'Ole?" That it was a money-maker is evident, but it had to have a phenomenal quality to "get the money" it did. The scenes away from the War Zone were ordinary. The acting of the women members of the cast was "not anything to write home about." Also the "sets" away from the War Zone would not have impoverished any producer as far as expenditure was concerned. Yet the unanimous verdict of the Picture Interests and the Public was "Great Picture."

The defects of this picture have been found in a lesser degree in other British Productions, but the critics of British Pictures have magnified these defects many times.

That this picture was true to the life depicted therein holds good for other British Productions. "The Better 'Ole" had undoubtedly much merit but IT HAD THE RIGHT KIND OF PUBLICITY WHICH WAS ITS BIGGEST ASSET. The Public were familiar with Bairnsfather's cartoons. They had already laughed and wept over them. This box-office angle was used to the greatest extent and The Public was ready to believe anything the Exhibitor said about this picture. The Exhibitor also believed what the Exchange told them, he could not dispute the value of Bairnsfather's reputation and any inclination he might have had to criticize was suppressed.

A curious situation has arisen in Canada in reference to British Pictures. Exhibitors state that they attract a patronage which does not usually come to a Picture Theatre. This patronage enjoys British Pictures, with a few exceptions of course. The regular patrons are the severest critics.

One might base their assumption upon the fact that the regular patrons are educated to Pictures while the patron, who attends a Moving Picture only when some picture advertised has a special appeal, is not in a position to pass judgment upon Moving Pictures. "The Birth of a Nation" attracted people to the Picture Theatre who had never previously witnessed a Moving Picture and have since seeing this particular picture never witnessed another.

What brought their patronage? Publicity. What influenced their criticism? Publicity.

It is true that an Exhibitor must study his patronage and that the "regular patrons" have more excuse for criticizing than an "occasional patron," but the critical faculties of some patrons cannot always be relied on.

The writer heard "a regular patron" say that she did not like "Mr. Wu." When closely questioned she acknowledged that the acting was excellent, in her own words, "Matheson Lang was a genius." The quality of the production was good. The story gripping.

We might be excused for wondering where was her grievance? Being keenly interested in the attitude of The Public toward British pictures, the writer endeavored to make this critic talk and this was the substance of her criticism. It was the critic's belief that a high-class Chinese nobleman would not have attempted to revenge himself upon an equally high-class English gentlewoman in the manner in which he did. It would have been beneath his dignity was the critic's contention and he would, in her opinion, have turned the English lady over to one of his servants.

The critic was not apparently criticizing the picture, but the author who had written the play from which the picture was adapted.

This critic undoubtedly voiced her opinion generally and it is quite likely that the Exhibitor heard this criticism, or others of a like order; and was influenced by them. The criticism was about as absurd as another one made in connection with "Everywoman."

A real "high-brow" stated that she did not like "Everywoman." When questioned by the writer she confessed that the story was exceptionally well-done. The acting could not have been improved on. Her quarrel was with the lavishness displayed in the sets, costuming and effects used in the picture. A rather unusual quality with which to find fault. She claimed that since the story of "Everywoman" proved Wealth

Continued on Page 10

Educating The Public

(*Continued from Page 9*)

to be Evil, the display of so much wealth was not in keeping with the Ideal of the picture.

Had a woman of ordinary intelligence expressed herself in this manner one might find an excuse, but this critic was considered a woman of intellect.

After reading these two examples of criticisms does it not prove that the picture Public must be educated?

If Exhibitors would follow up criticisms of British Pictures they would find that the criticisms were about as unfounded as the specimens above.

"The Birth of a Nation" is conceeded to be "the greatest American Picture ever produced." British Producers have this advantage. THE GREATEST BRITISH PRODUCTION HAS NOT YET BEEN MADE. An advantage in which The Public and the Exhibitor must naturally share, since there is always a sustained interest. In the meantime there are enough good British Pictures being made in England and enough good British Pictures ready for release in Canada to "carry on" with.

COHN MAKES THINGS HUM

Sam W. B. Cohn, advertising and publicity manager for the Allen Theatre Enterprises, has shown his speed during the past month, in evolving a number of cashable publicity stunts for the theatres under his direction, notably the Allen, Toronto. His first stunt that attracted widespread attenion was with "Partners of the Night," when he had a young lady impersonating Mae Regan, a character in the picture, appearing in different locations about town, with a reward to the amateur detectives who could pick her out of the crowds.

This proved to be tremendous publicity for the engagement of the film at the downtown theatre, and also helped to advertise the film for later runs.

When "The Virgin of Stamboul" played the Allen, Mr. Cohn hired an old fashioned hack to go about the principal streets of the city with a girl seated in the back in a Turkish costume. This unusual sight on the streets of Toronto, proved forceful advertising for the production.

Mr. Cohn is not confining himself to the big Toronto house, but is getting excellent results with his progressive publicity stunts for all houses on the circuit.

* * * *

ALLEN'S SECURE FIRST NATIONAL SUB-FRANCHISES FOR THEATRES

The Allen Theatre Enterprises last week announced they had secured a twenty-five year sub-franchise for all future First National Productions for each of their theatres in Canada with the exception of their house in Ottawa.

In districts where a competing house now has forthcoming attractions contracted for the Allen Theatre bookings become effective at the conclusion of present contracts.

An official of Regal Films, distributors of First National in Eastern Canada, when informed of the statement issued by the Allen offices, declared the Allen houses had not closed for the sub-franchises in Eastern Canada, as the new company to distribute these sub-franchises to theatres had not been formed as yet, and the matter would rest entirely with Harry Brouse, Eastern Canadian franchise holder of First National.

The New York office of First National would not comment on the Allen announcement.

BRITISH PICTURES POPULAR WITH MARITIME EXHIBITORS

Mr. N. W. Davidson of the Specialty Film Import, Ltd., and Capt. J. B. MacKay of the Anlog-Canadian Picture Plays, Ltd., spent last week in the Maritime Provinces. They were chiefly concerned with the preliminaries with regard to the release of the British Photoplays, which will be released, one each week, commencing this month.

On every hand great enthusiasm was shown by Exhibitors of the leading cities of the coast provinces. Many of the theatre owners in discussing the British productions remarked that apart from the sentimental appeal of these pictures the remarkable developments in the motion picture industry in Great Britain promises the best that photoplay studios could produce, no matter in what part of the world it may be situated. The success of the few stage plays that had toured Canada was a further reason why they were confident that the British motion picture had a ready market in the Maritime Provinces and in fact throughout Canada.

Mr. N. W. Davidson was remarkably impressed by the wonderful business being done in the Maritime Provinces in the PATHE SERIALS and HAROLD LLOYD COMEDIES. Everywhere it was conceded that the serial which came under the Pathe banner was a means of holding audiences in every theatre in which they played. The doubt which existed with JACK DEMPSEY in "Daredevil Jack" has turned into the greatest confidence, and all were enquiring of the future serials.

* * * *

The King George Theatre, St. Catharines, operated by Messrs. Sullivan and McIlwain, has recently been enlarged and redecorated. The entire proceeds of the re-opening night were turned over to worthy charities of the town.

* * * *

Adanac's "The Great Shadow," starring Tyrone Power, is setting a tremendous pace throughout the country, and theatres have been enjoying big business with this attraction.

LARRY SEMON POPULAR IN WALKERVILLE

Family Theatre, Walkerville

April 24th, 1920

Greater Vitagraph Company,
21 Dundas Street, East,
Toronto, Ont.

Dear Friend Droy:

Why do you ask me foolish questions? You know what I think of Larry. Almost a year ago I told you he had it over the others like a tent. At that time some people argued with me. They don't now.

"The Grocery Clerk" knocked 'em cuckoo. Am exerting every effort to get the seats and dome lights tightened up in time for the "Fly Cop."

As nearly as I can ascertain every person in town saw the comedy, with the exception of a couple of chaps who were in jail on charge of "bootlegging." I tried hard to get them out in time to see it but was unsuccessful. They will be out in time to see the "Fly Cop," although they say the title does not appeal to them.

Anxiously awaiting the arrival of your new man with Contracts on the "Courage of Marge O'Doone" and the price of two large juicy, porterhouse steaks, I am,

Yours truly,

(Signed) M. R. HUMBLE

Montreal News

Things in this city are moving towards one of the most successful times in the history of moving pictures here. With hotels turning away guests by the hundred every week and with the tourist season about to commence and giving promise of being one of the biggest ever, picture men, theatrical people and cafe proprietors are already counting their gains. Prohibition is not the bogey here which it is on every other unblessed spot on this continent and men who know their way around can always get what they need with the minimum of trouble. That is not to say that the town is wide open. The proof of that is the fact that nine liquor vendors and about fifteen hotels had their licenses cut off this last month. Nevertheless, there is plenty to be had if a man goes to the right place and does not overdo things.

* * * *

The proof of the pudding is in the eating and of the Scotch in the drinking. Conventions of all kinds are just flooding into the town and these people all have to be amused. Hence, the picture men and others are putting their best foot forward and contemplate having no dull season in the dog days as in other years. Among the major attractions outside the pictures is the Blue Bird Cafe which will open on or about the fifteenth of May and which will stage the entire cast for the Palais Royal New York, a troupe of about seventy girls with all the accessories of dress, scenery, comedians; leading men, chorus, etc. There will be a Jazz band of the best kind and a dancing floor unequalled in the Dominion with a roof garden and a midnight show and gay little supper parties will be the rule.

* * * *

The Film Exchange Men's Association is now once again in full working operation and meets every Wednesday in a different film exchange in this city. Already much good work has been done towards establishing better feeling between exchange men and exhibitors and many disputes which might have engendered hostility, have been amicably settled. There is room for all kinds of good to be done in this work and a whole series of educational development in the business handling of films can and will be served by this association.

* * * *

J. B. Robert, manager of the Gayety Theatre, Three Rivers, in town over the week end reports that his house did an amazing business with "Les Miserables," featuring William Farnum, which evidently is much to the taste of the Trifluvians.

* * * *

V. J. McCabe, Canadian district manager of the Fox Film Corporation, has been in Montreal and will go on to New York this month to take up important matters at the forthcoming New York convention of Fox film men.

* * * *

Nelson Hooper, representative of the Fox Film Corporation, has left for a flying trip to the Maritime Provinces to get a look in on the spot as to business conditions down there which are reported to be ripe for a considerable boom.

Maurice Kashin, manager of the Holman theatre, has been in New York to pick up some of the latest stunts in advertising appeals and is expected to pull some very hot stuff in the near future in this city.

Motion Pictures are straying into the financial field in Montreal these days and the Royal Securities Corporation is out with an advertisement in the leading financial paper of the city to the effect that "Motion Pictures attract the millions because they portray the emotions of man, his aspirations and ambitions. They enfold an old story, yet one that is ever new." This is the preamble to an announcement to an explanation why the eight per cent. Preferred shares of the Famous Players Canadian Corporation which has the first right to Canadian releases of the Famous "Paramount Artcraft" pictures, are such a good investment. There is no doubt that Royal Securities have said a mouthful when they have said as much as this, but it is every word of it true.

* * * *

L. E. Ouimet Back from the Coast

L. Ernest Ouimet, president and general manager of the Specialty Film Import Limited is back in town after a long journey across Canada and as far south as Los Angeles from which city he has brought back his family after a winter's stay. Mr. Oimet has nothing but optimism for conditions as he found them across the Dominion and says that there has never been so fruitful a time in the history of motion pictures as exists right here in Canada today. The theatre proprietor or manager whose house is not playing to capacity has largely only himself to blame with the wealth of first class material at reasonable prices at his command, and there are ever new stars rising on the motion picture horizon whose work is now to be gotten cheaply whilst in a few years they will be at Chaplin and Pickford prices.

* * * *

One such is the series of Harold Lloyd comedies which in the long silence or inactivity of Chaplin are gradually assuming a place only second—and not far second—to the great comedian. "An Eastern Westerner" is the second series of new two reel comedies which will be released about the middle of the month and which have gained the highest praise from all those who have seen them.

* * * *

Yet another is "Simple Souls" featuring Blanche Sweet, a six reel production which was screened here this last week privately and which is regarded as a humdinger. It will be released about the end of the month and those that want it will have to get busy quick as there is a long waiting list already.

* * * *

N. W. Davidson and Captain J. B. MacKay are back from the Maritime Provinces and give the home of the Ancient Loyalists a good name. They say the people there are about the first in Canada to recognize the appeal and value of British Productions and they predict a great future in that territory for Anglo-Canadian Pictures which it was their business to promote. There will, they say, presently be a grand revival of British ideas and ideals in those provinces and for that they consider with justice that the British Mastercraft productions will be in no slight measure responsible.

The Film Exchange Building which is in course of erection at the back of the Imperial Theatre on Mayor Street has emerged from the underground stage and is now showing on a level with the street. Many obstacles beside those of mere building have had to be overcome in this proposition, so if its progress would seem to have been slow in the opinion of those film exchanges which are looking for modern, roomy and up-to-date locations, it now seems as though the time of completion is not far ahead. As a matter of fact it will in all probability be ready for occupancy about the beginning of October.

FILM PERSONALITIES

A good suggestion for those theatres that put on double bills—Book the two versions of Jeykll and Hyde together the same days and see what happens.

* * * *

Bill Elliott, former manager of the Regent, Toronto, and more recently in charge of the Allen, Winnipeg, blew into town last Saturday for a short visit. Bill gave us a new name for African golf, the popular indoor game, which is "Louisiana Roller Coasters." We understand Bill has already applied for a copyright.

* * * *

Haskell Masters, special representative for United Artists, arrived back in Toronto after an extended visit as far West as Winnipeg. Masters will soon be located permanently in the latter city as manager of the United Artists Western office, which will open shortly .

* * * *

Phil Kaufman, manager director of Select, is back at his desk again after many weeks' illness, and plans a trip to Winnipeg within the next few weeks.

* * * *

J. Derham, secretary-treasurer of the Famous Players Canadian Corporation has moved to the island for the summer. We offer him the use of a couple of electric heaters while waiting for the summer to blossom forth about July 1st or later.

* * * *

Jake Berman, special representative of Regal, who was in a critical condition in a Buffalo hospital for many days, is greatly improved, but will not be out for at least two more weeks.

* * * *

Daylight saving is in effect in Toronto, with a consequent falling off in theatre patronage, especially the suburban houses. There is much dissatisfaction generally with the measure, but the city officials will not revoke the law.

* * * *

Universal is now comfortably installed in the new Toronto offices at 305 Yonge Street, and the painters and electricians have departed from the premises.

* * * *

W. W. Hines, general sales manager of United Artists, was a recent visitor to Toronto, where he conferred with A. C. Berman, Canadian general manager of the Big Four.

* * * *

J. J. Raymond, associated with the Nathan H. Gordon theatre interests in New England for ten years, stopped off in Toronto one day last week on his way to Winipeg, where he will assume the management of the Lyceum Theatre. Mr. Raymond has had a long and extensive experience in the show business, and opened the first high class theatre in Rochester in 1913 for the exclusive presentation of motion pictures. The organ he installed in this house was one of the first in any theatre in the country.

(Bud) F. R. Lennon of the Canadian Universal left on Sunday for a business trip in the interests of his organization.

* * * *

We understand that Maurice Davis, of the Davis Amusement Enterprises, got a bet down on the recent winner in the Kentucky Derby. Maurice collected a little better than 15 to 1, which seems to us to be more profitable than the film business.

* * * *

There is one thing Maurice has learned, however, and that is you lose if caught bluffing in stud.

* * * *

In the Lost city on the Rio Grande there was a Romance Down on the Farm where the Virgin of Stamboul met the Sporting Duchess, who apparently just stepped from the Bandbox and the Adventurer, Alias Jimmy Valentine, had an Evil Eye, but proved a Whirwind with the Egg Crate Wallop.

* * * *

Now that the foremost exponents of the fistic are perform before the camera is it not time that producers give members of the industry a chance, and star the best manipulating of the "galloping dominoes" in a special series. Elimination bouts could be held at these annual conventions, and special contests staged for lesser lights in the exchanges who are not fortunate in attending the large gatherings.

* * * *

Even through the finished film would not be popular with some patrons, we venture to say it would be the star attraction in screening rooms (when a game is not in progress) and don't forget, the home offices in New York would run it off a few times, too.

* * * *

Jimmy Davidson has resigned from Select's Toronto Office.

* * * *

Allen's College Theatre, the eighth suburban house in Toronto operated by Allen Theatre enterprises, will be opened to the public on May 24th. The seating capacity will be 1640, all on the one floor. H. M. Livingstone, at present in charge of Allen's Bloor, will be manager of the new house.

* * * *

Jack Droy, Toronto Manager of Vitagraph, is the recipient of scores of wires, letters and personal congratulations on the Larry Semon comedy, "The Grocery Clerk," which exhibitors declare to be one of the season's best.

* * * *

H. L. Gage, purchasing agent for the Allen Theatre Enterprises, attended the convention of Motion Picture Engineers at Montreal, last week.

B. Whitman, formerly of Winnipeg, has accepted a position in the Equipment and Purchasing department of Allen Theatre Enterprises.

The Grand S.P.C.A. tagday was a great success in this city, upwards of $12,000 being collected. For this, as in all similar matters, the picture theatres did more than their share. Speakers were invited to attend the theatres and dogs, goats, parrots, monkeys and even donkeys were stationed in the lobbies "doing their bit." It is a curious fact in this connection that institutions that are always ready to knock the movies, never figure in the limelight in collections of this kind. The only collections they figure in are those with a plate after a dull sermon.

* * * *

Frank C. Sutton, the genial publicity man of the Specialty Film Import, Limited, is due to be married. We have it from his own mouth, and we will admit that he ought to know. We had always regarded Frank as a hard-shell bach, but it seems not. Well, he has been to the war, so he knows the worst that can befall humanity. All of which is preparatory to wishing him the best of luck.

* * * *

Vancouver News

Harry Keele takes over the management of the National Theatre, Hastings Street, May 10th.

* * * *

Musical comedy is being put on along with pictures at the Lonsdale Theatre, North Vancouver.

* * * *

"Other Men's Shoes," the Pathe special, has been booked by a local theatre for showing early in June.

* * * *

Miss T. Sveneiski, who has been ill for some time past, has returned to her desk in Exhibitors' Distributing Corporation office.

Thos. Bailey, manager of Select Exchange, is in the interior calling on the exhibitors in the interests of the Selznick productions.

The Canadian United Financial Company, of Calgary, Alta., have purchased the lease and good will of the Lonsdale Theatre, North Vancouver, from Wiley C. Pettis.

* * * *

The Columbia Amusement Company, Limited, have changed the policy of the Variety Theatre, Victoria, and will in future make it a two programme a week house.

Pathe serials are much appreciated by Pantages Theatre fans judging by the reception given the new Ruth Roland picture now showing at the big vaudeville house.

J. B. McKay, of Anglo-Canadian Photo-plays, is expected in Vancouver shortly.

* * * *

George W. Beattie, manager of the Dominion Theatre, Nanaimo, was in the city this week.

* * * *

W. P. Dewees was in Chicago attending the convention held in that city by The First National Exhibitors' Circuit.

* * * *

Bernie Howard, violinist, who recently returned from the Antipodes, has accepted the position of orchestra leader at the National Theatre.

* * * *

On Monday the National Theatre will open under the management of Harry Keele, the well-known film and theatrical man. The new manager has had the theatre redecorated and renovated and booked a service of very high-class productions which will be put over in true showmanship style

* * * *

ELABORATE SETTINGS FOR NEW ETHEL CLAYTON PICTURE

Ethel Clayton's new picture for Paramount Artcraft, "All In a Night," by Samuel Merwin, adapted to the screen by Edith Kennedy and directed by Paul Powell, required some of the most elaborate sets that have been constructed at the Lasky studio in a considerable length of time. Among those is the entire lobby of an English hotel in the European section of Shanghai, China. This set occupies fully one half of the large stages and is ornately furnished and peopled by a large number of extra folk garbed in becoming fashions and costumes and uniforms to be found in this important oriental city. There is a large number of Chinese, Hindoos and other colorful figures of the east.

Another scene shows a Chinese tea house, and dwellings in the native quarter of the city. This set has been partly constructed on the big Lasky tank, while other streets are built on the Argyle lot and are exceedingly picturesque. There is considerable amount of real melodramatic action in this story and at least one exciting fight when Miss Clayton decoyed by a jinrikisha driver into the Coolie quarter, is taken from the hands of a wily mandarin by a body of drunken French sailors from whom she is finally rescued by Jack Holt, who plays the leading masculine role.

In "The Third Woman" Carlyle Blackwell with an all-star cast offers a tremendous study of racial problems as they enter into the affairs of the heart, the action ranging from the American East to a Pueblo village.- Released by Exhibitors' Distributing Corporation.

WILLIAM FARNUM COMPLETES "THE ORPHAN" ON THE COAST

Wililam Farnum, under direction of J. Gordon Edwards, dean of motion picture megaphonists has completed the first of his Fox productions to be made since his arrival on the Pacific coast.

"The Orphan" most celebrated of the books written by Clarence E. Mulford is the basis of the picture "The Orphan" is described by the producer's representatives as the greatest Western novel from the pen of this popular author, whose fame was built originally upon the series of "Bar—20 Ranch" stories in which that lovable character, Hopalong Cassidy appeared.

Mulford has written westerns. In each he set a distinctive series of incidents and tense situations. In "The Orphan" the versatile author has given William Farnum a vehicle in which there is punch after punch. This production according to the Fox advertising repartment contains more than anything Mr. Farnum has done this season—even more indeed, than "The Last of the Duanes," "Wolves of the Night" or his latest "The Adventurer."

J. Gordon Edwards who continues as Farnum's director took the company to Palm Springs, California near which beauty spot the exteriors for "The Orphan" were staged. The story calls for many unusual long shots, old angles and quick gun-play. Some of the fastest action ever seen with guns will arrive on the silversheet with the framing of "The Orphan.

Director Edwards and John Boyle, his regular photographer secured some of the most beautiful backgrounds in this locality;; notable because in most cases the country never before had been "shot" by the moving picture camera; and its projection on the screen will disclose new scenery, wild and rugged. With Mr. Boyle were three other cameraman who handled the scenes from various angles, working under pistol signals from Mr. Edwards, who directed from horseback.

Louise Lovely, (both in name and nature) has returned to the Fox fold to play opposite Wiliam Farnum in this his first Western for the season of 1920. Miss Lovely plays the part of Helen Shields, sister of the sheriff and the cause of all the fun and trouble in the story. The consensus of opinion on the coast is that Miss Lovely never was lovelier than in "The Orphan."

In addition to the charming leading woman, the following players support the star: Henry J. Hebert, Earl Crains, G. Raymond Nye, George Nichols, Harry Devere, Al. Fremont, Olive White and Carrie Clarke Ward.

The Mulford novel was adapted by Roy Somerville and is scheduled for release on the Farnum series durring April.

* * * *

GEORGE MELFORD FINISHES SNOW SCENES IN HIGH SIERRAS AND PROCEEDS WITH OCEAN SHOTS

George Melford's production, "The Translation of a Savage," by Sir Gilbert Parker, the scenario for which has been written by Frank Condon, writes the Lasky Studio that he has concluded the snow scenes in the high Siegras and is now engaged in making river shots on the Saeramento River, from where he will go to San Franciso and embark with his company and technical staff on an Australian liner to make a number of important ocean shots. He will return to the studio after a short time to do the interiors for this Paramount Arteraft offering. There is an excellent east for the picture including Mabel Juliene Scott, Milton Sills, Elliott Dexter, Ann Forest, Maude Wayne, Fred Huntley and Helen Dunbar.

* * * *

Lew Cody, appearing in Gasnier productions for Robertson-Cole, has created a type of handsome, sophisticated, fascinating bachelor, who loves all the ladies, but evades marriage. This role is at its best in "The Beloved Cheater."

Classified Advertisements

A SNAP FOR A QUICK SALE—One hundred and fifty Opera Chairs. These chairs must be sold at once. Don't miss this opportunity. A. Shulman, 165½ Queen St. West, Toronto **Phone Adel. 1114**

FOR SALE—A Holcomb and Hoke Electric Popcorn Popper and Peanut Roasting Machine with Blower attachment. Used only a few months, and in perfect working order. $850.00 takes it crated, f.o.b. Medicine Hat, Alta. Terms to reliable purchaser. G. P. Soich, Medicine Hat, Alta.

JOE MARTIN
INTERPRETER ASK HIM IF HE WILL SIGN A CONTRACT TO GO TO AMERICA AND ACT IN THE MOVIES FOR FIVE HUNDRED PER WEEK
IGLEY OOF WEIJXO OWEK OOGELEY EIK MOOF WIRJK IIOKC BUCOUP OOGIE

CHARACTERS IN THE NEW PATHE SERIAL "TRAILED BY THREE" JOURNEY ACROSS THE CONTINENT IN SECOND CHAPTER

The journey of the principle characters in the picturized adventure story "Trailed by Three," the new Pathe Serial which co-stars Stuart Holmes and Frankie Mann, from New York to San Francisco is not made without incident. The pursuit of the string of pearls is carried on in great earnest and, as far as it goes in the two reels making up this chapter, presents a variety of situation with scenes of such proven appeal as the great rugged hills of the West and the bizzare atmosphere of the transplanted bit of China that flourishes in San Francisco.

Before Casserly, who stands behind a curtain holding a revolver to Tom's head, can fire, Jane turns on the lights and the bullet goes wild. But in the excitement following Trent releases himself from Tom's grip and escapes with the pearls. Casserly's duplicity is not discovered and he accompanies Tom, Jane and Anoto across country in pursuit of Trent.

Out West they are held up while traveling in a stage coach. Tom and Jane are taken by Trent, who arranged the robbery, to a shack where both are bound. Trent tries to force Tom to agree to give up his chase for the pearls by suspending a scorpion over his face. The poisonous insect is about to touch Tom's face when Jane, her hands released by Anoto, who enters secretly, seizes a revolver and shoots the scorpion from Trent's hand. The three then escape.

Next they pick up Trent in San Francisco. Recognizing a string of beads worn by a Chinese girl as one stolen from a woman in the stage coach, Tom follows the girl to an opium den. He is expected there and is promptly dropped into a pit which is gradually filled with water. From this plight Anoto rescues him.

Together Tom and Anoto seek Jane. After a wide search they locate her in a Chinese restaurant with Casserly, who now shows his true colors. Tom and Casserly have a fight all over the place. They are interrupted by the arrival of a lot of Chinese with Trent who again takes Jane captive.

* * * *

Gladys Brockwell will return to the Fox west coast studios from "location" in a few days, following completion of exteriors of "Rose of Nome," an Alaskan drama.

WORK ON TWO BIG GOLDWYN PRODUCTIONS IS STARTED AT THE CULVER CITY STUDIOS

Work on two elaborate productions was started last week at the Goldwyn Studios in Culver City, California, a Mary Roberts Rinehart Eminent Authors picture based on her story "Empire Builders," and an adaptation of the famous stage play, "Officer 666" by Augustin McHugh. With the beginning of the filming of these two pictures, all of the stages at Culver City were occupied by the Goldwyn producing units.

Under the title of "Empire Builders," Mrs. Rinehart wrote a two-part Saturday Evening Post story dealing with life at a boys' preparatory school. The characters and atmosphere in the novelist's study of youthful impulses, soon to be published in book form by George Doran, suggest Booth Tarkington's "Seventeen," although Mrs. Rinehart's handling of the subject is marked by individuality.

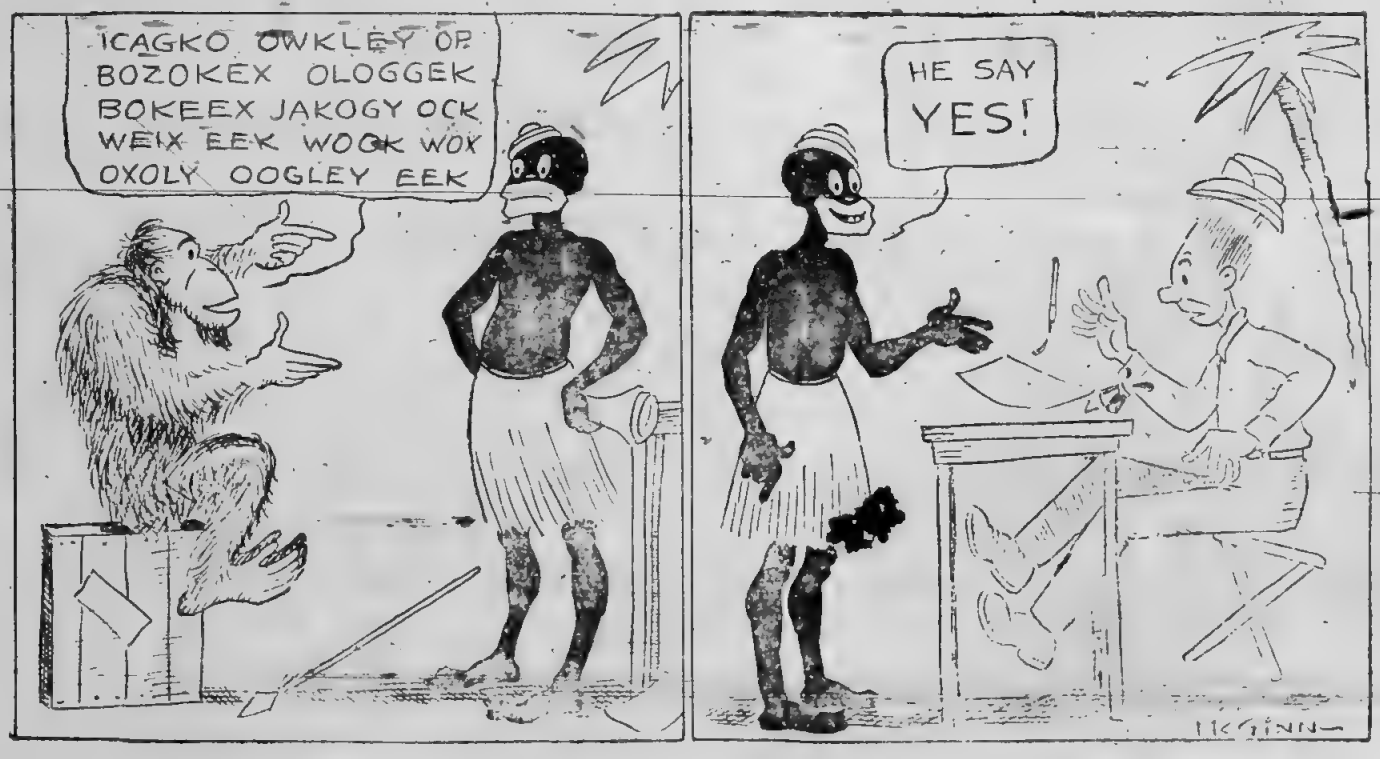
The first contribution of the distinguished novelist to the Eminent Authors series, "Dangerous Days," has been received by exhibitors, the public and the press as one of the greatest productions in the annals of the screen.

E. Mason Hopper has been assigned to the direction of Mrs. Rinehart's newest story, with a cast that includes Cullen Landis, Molly Malone and Ralph Bushman, son of Francis X. Bushman, who is known to all motion picture fans. This is Bushman jr.'s first appearance in a Goldwyn production and he has been given a prominent role. Others in the company are Otto Hoffman, Howard Ralston, Tom Perrse and John Lynch.

Again working with Harry Beaumont, who has directed all but a few of Tom Moore's pictures since that popular young actor was made a star, Moore is now engaged in the filming of "Officer 666," the rapid-action farce that in play form scored a record-breaking run on Broadway under the management of Cohan & Harris. The supporting company is not yet complete, but thus far it includes Kate Lester, Jerome Patrick, Harry Dunkinson and George Kuwa.

* * * *

Olive Thomas, with several members of her supporting cast in "The Flapper," with Alan Crosland, her director, and William Scully, assistant director, have left for Lake Placid, where exterior scenes will be taken for a few days.



Maritime News

There have been quite a number of interesting occurrances around St. John lately and things which for some time ran on a ery l evvelaesbnI emfwyp xzffffifi fi some time ran on a very level base are now rather looking up.

Much interest is being taken in the launching of the Anglo-Canadian Picture Plays, Limited, and during the visit of Capt. J. B. MacKay, Managing Director and N. W. Davidson, Assistant General Manager of the Specialty Film Import, they interviewed a number of the most prominent men in the business and received every encouragement. The St. John Standard which runs every day a page devoted to amusements, had a full page story on the stories of the pictures, the stars featured and the aims of the company. An interview with Capt. J. B. MacKay was also featured on this page, the first issue reviewed and a number of inquiries for the pictures have been a result.

* * * *

For the week of May 16th the movie lovers had to think where to go for pictures. The Imperial had an engagement with the Boston-English Opera Company and a number of season tickets were sold for this while large audiences each night enjoyed the musical treat. The Queen Square Theatre had a run of the Rivóla Musical Comedy and Comic Company under the management of A. K. Mundee so there were no pictures there. The Unique had a special production "Husbands and Wives" which ran for a week. "The Fly Cop" with Larry Semon at the Unique was such a success that it was held over for two extra days.

* * * *

A performance of Pollyanna given at the Imeprial Theatre recently by the Majestic Stock Company of Halifax also interrupted the picture programme at that House.

* * * *

It is understood that extensive repairs are to be made to the Unique Theatre in the way of enlarging the balconies, improving the ventilation and generally renovating and altering this popular house. F. G. Spencer has recently returned from a trip to Charlottetown.

* * * *

Allan Christie and Mrs. Christie spend a few days in St John. Mr. Christie is manager of the Theatre at Cambellton, N.B.

* * * *

The Boy Scouts's Picture was exhibited for the Boy Scouts in Conference in St. John through the kindness of G. A. Magetts of the Canadian Universal. The showing was held in the Imperial Theatre and Mr. Maggetts received a letter from the Scout Headquarters, thanking him for the courtesy, and stating that they regared it as one of the best parts of the conference. "The Boy Scouts Serial" will be shown at the Imperial Theatre on Saturdays but only in the afternoons.

* * * *

The Famous Players Film Service at St. John received recently from W. W. O. Fenety the following wire of which they are justly proud. "Fredericton, N.B., "Eyes of Youth" opened Gaiety, absolutely capacity business against big road attraction. Patrons delighted, biggest and best bet so far this season."—This is the first time this picture had been seen in the Maritime Provinces and the start was certainly a good one. A. E. Smith, manager stated that the Casino at Halifax had booked all the newest specials, "Sahara"—"Stolen Orders"—Dangerous Days"—"Partners of the Night." and several Goldwyn productions. At the Canadian Universal G. A. Margetts stated that on a trip along the North Shore of the Province he had found business exceptionally good and also at Sydney and Glace Bay. At the latter place he booked to John Connor, of the Savoy Theatre three serials, and four specials, "The Virgin of Stamboul," "The Right to Happiness," "The Great Air Robbery," and "Blind Husbands. Three of these will also be seen at the Strand Theatre where E. R. Lynn runs so many of the finest productions in the film market.

* * * *

It has been decided by the Universal Film owing to the amount of bookings on "The Virgin of Stamboul" to give that picture all the attention during the summer months and not to release at present "The Devil's Pass Key" the picture directed by Von Stroheim about which there has been so much talk.

* * * *

Arrangements are being made by the Universal exchange at St. John to give one motion picture show each week at The Jordan Memorial Sanatorium at River Glade, N.B. There are a number of patients including returned soldiers at this sanatorium and the kindness will be much appreciated.

* * * *

The Boy Scouts was shown by G. A. Margetts before the Boy Scout Conference in Halifax and was much enjoyed by adults and boys alike. A letter of grateful appreciation was received by the manager for the Maritime Provinces.

* * * *

R. G. McAdam who has been so seriously ill is slowly improving but will be confined to his bed for six weeks yet. His many friends wish him a return to health.

* * * *

Censors to see Comedies

A new ruling has recently been made in Nova Scotia. This requires that all comedies shall be viewed by the censors before being shown in that Province. Word has been received to this effect by all exchanges operating in the territory. Formerly unless a censoring was especially asked for the judgment of the N.B. Board was taken but it looks as if the many complaints made regarding vulgarity in comedies have taken effect in Nova Scotia.

NEW PICTURE CALLS FOR DANGEROUS STUNT BY WALLACE REID

A special dam constructed to hold back a large quantity of water has been erected at a point near Los Angeles for the crucial scene of Wallace Reid's new Paramount Arteraft picture, "What's Your Hurry?" adapted by Byron Morgan from his own Saturday Evening Post story, "The Hippopotamus Parade" and directed by Sam Wood. This scene calls for one of the big trucks used in the film to be driven into a breach in the dam, thereby checking the torrent of water that would otherwise inundate the farming country below. Drying the heavy machine, the star will plunge head on into the raging waters and crowd the truck into the fissure, and while there is probably no actual danger Mr. Reid will undoubtedly be in for a severe ducking and some exciting moments while the cameras grind merrily under the high powered search lights, for the scene is to be taken at night. There will be a large number of trucks used in the picture, forming a veritable parade of these leviathans of the motor industry.

Lois Wilson is leading woman and there is an excellent cast for the picture, which forms one of a number of automobiling photoplays in which Mr. Reid starred.

Some glimpses of William Duncan, Vitagraph Serial King, Surrounding Edith Johnson, his beautiful and Talented Leading Woman

Showing Norma Talmadge in "The Woman Gives"—A First National Attraction.

Scene from "The Fighting Shepherdess" presented by Louis B. Mayer, starring Anita Stewart and released through the First National Exhibitors' Circuit.

Beatriz Michelena, in "The Flame of Hellgate" dresses up like a man and leads a band of cattle thieves who are revenging themselves justly upon a corrupt politician

Tour of West Reveals Great Opportunities for Exhibitors

Mr. L. Ouimet, President of Specialty Film Import, Ltd., tours Western Canada and Visits Los Angeles Studios

When interviewed on his return from his tour of Western Canada and Los Angeles, Mr. Ouimet, President of the Specialty Film Import, Ltd., was very enthusiastic over the staple conditions and progress of the Motion Picture industry.

"Opportunity exists on every hand throughout Canada for the greater expansion of the Motion Picture industry, and it is a question whether this opportunity is being fully realized by the present Exhibitors in the exploitation of the films which they exhibit," says Mr. Ouimet.

The advent of new motion picture theatres, no matter what size, has made no material inroads on the patronage of existing theatres, providing the theatre manager has been alive to the film possibilities of the district which he covers. This is everywhere instanced, and those who have seen the coming to their city of another theatre have often openly expressed the opinion, and if not expressed, felt it with gloom that their business was about to be jeopardized, but in very few instances has this condition of affairs occurred. "Competition is the life of business," and in our business, competition, is not only the life, but the stimulating food for greater motion picture audiences. Many Exhibitors must have thought that people dropped from the skies to provide the audiences to their theatre after an opposition house opened in their territory, so great had been the increase in their business, but the facts of the case are clear, that greater popularity for good films had been created; that good advertising in all departments—posters, cutouts and newspaper advertising had created enthusiasm amongst the inhabitants than ever the exclusive theatre owner anticipated.

Marie Prevost, the charming Mack Sennett star, is performnig some exceptionally clever stunts in Mr. Sennett's big new five reel sensational comedy "Down on the Farm," released through United Artists' Corporation.

My last trip through Western Canada has more pointedly shown me that the full possibilities of the motion picture industry are not fully being realized; that greater opportunities exist for good showmanship in more theatres, but unquestionably the Exchanges must do much to assist these conditions. The question of attractive advertising is one of the essentials, and added to this, must be the full co-operation of the Exchange with the Exhibitor, and in controlling the affairs of my company I impress this idea of CO-OPERATION on every one of the employees of Specialty Film Import Limited."

"ALIAS JIMMY VALENTINE" Next Metro Release

A crook story which has been known to the public for the last five years, as well as Sherlock Holmes was ten years ago. Jimmie Valentine performs some weird and wonderful feats in his picture. The stunts are not of the Arsene Lupin variety, but they certainly are there with the thrills.

Bert Lytell, in the role of Jimmy, shows us that he can be a bad man just as well as not. We are so accustomed to having Bert as a well-behaved, stay-at-home little chap that this may be a surprise. However, the picture is well produced and has a couple of thrills that will be hard to equal, both for their daring and originality.

VIOLA DANA IN "DANGEROUS TO MEN" COMING

Viola Dana takes the part of a grown-up little girl, if there is such a thing, in her new release "Dangerous to Men." Her guardian thinks she is a mere child, and insists on her wearing rompers, gingham frocks, etc., and Viola does just as she's told until a naughty vamp comes along and tries to marry friend guardian, and then Viola gets out a vampire gown or two, some lace stockings and does a little vamping on her own account.

The star is as vivacious as usual and puts over some good "vamping." The picture is full of fun and has some good farcical situations. Milton Sills as the severe guardian is much more amusing than usual, and the picture is good a number of big laughs. Viola wears one or two "vamp" costumes that make folks sit up and take notice.

"EYES OF YOUTH" GOING OVER BIG

The following telegram was received by the St. John office of Famous Players Film Service, Limited, from Mr. W. W. O. Fenety of Fredericton, N.B..

> "Eyes of Youth" opened Gaiety absolutely capacity business, against road attraction. Patrons delighted. Biggest and best bet so far this season."

The above wire was unsolicited and came to the Famous Players Exchange from one of the most conservative exhibitors in the Maritime.

Bookings on Clara Kimball Young in "The Eyes of Youth" are coming in daily and Famous Players predict that this subject will go over big throughout the entire territory.

Marjorie Daw one of the youngest and most successful stars who is appearing in Marshall Neilan productions all of which are released through First National.

Constance Talmadge in her First National Attraction, "In Search of a Sinner"

Katherine MacDonald, First National Star

FAVERSHAM ENGAGED TO STAR IN SERIES OF SELZNICK PRODUCTIONS

Noted Stage and Screen Actor Becomes Member of Selznick Organization

Myron Selznick, president of Selznick Pictures, announces that he has engaged William Faversham to star in Selznick Pictures. This announcement is one which will create a stir in motion picture circles, and is one which will meet with much favor from exhibitors.

William Faversham adds to the Selznick forces, which have already been brought to the highest point in motion picture production, a personality that has packed theatres for years. His record of successes in "Who's Who" in the theatre occupies two full columns, and the press of this country has devoted hundreds of columns to his praises. He is considered an actor pre-eminent, whose screen abilities are equal to his stage presence and talents.

Myron Selznick, in making known this latest advancement of the Selznick organization, announced that the first production in which Mr. Faversham will star is already well on its way to completion. It is called "The Man Who Lost Himself," from the widely-read story by Ernest Stackpole. George D. Baker, who has produced for the screen some of its greatest successes, is directing the production. This initial Faversham production for Selznick is described as an absorbing drama with comedy touches. Mr. Faversham's work in the picture gives him the same splendid opportunity for characterization that won for him his high position among the great ateors of the American stage.

As an exponent of high-class, refined drawing-room comedy, it can be said with assurance that we have no actor, either here or abroad, whose work in any any way compares with Mr. Faversham's. Among his later stage successes are "The Highest Bidder," "The Wife," with Mrs. Fiske, "Sweet Lavender," "The Open Gate," "All the Comforts of Home," "The Squaw Man," "The Barber of Orleans," and "The World and His Wife."

"RIO GRANDE" FAST MOVING MELODRAMA

The tremendous public demand for melodrama and for pictures of the great outdoors is well reflected in the enormous number of bookings received in advance of release date on "Rio Grande," the film version of the famous stage play written by Augustus Thomas and released shortly by Specialty Film Import. The picture is full of action, spectacular scenes, and is almost entirely an outdoor picture with many beautiful scenic effects.

One of the most remarkable scenes in the production is the battle staged between Texas Rangers and Mexicans. It is one of the most vivid and realistic fights ever screened. Five hundred Mexicans and two hundred cowboys were actually engaged in the work before the camera, many of them mounted. The fight was staged in the streets of a village which was being raided by the Mexicans. Director Edwin Carewe spent several days preparing the cowboys and Mexicans for the battle and when it opened they went to it strong.

Another great feature of the production is a dance scene in which one hundred expert dancers from Mexico City were used. The dance is held at the Hacienda of a wealthy Mexican and the dancers are all in the colorful costumes of old Mexico. One of the most dramatic moments of the play is staged in this setting. The story is that of a beautiful Sonorita whose father is one of the leading patriotic bandits of the border land and her romance with an Irish cowboy who for a time is her hated enemy. The fiery girl, played by Rosemary Theby, is seen as the leader of the armed Mexicans in their raid on the American town. She is captured by the cowboy who loves her and as his prisoner she gradually awakens to her great mistake in hating Americans.

* * * *

"That Beloved Cheater of Mine," a song written by L. Wolfe Gilbert and Edna Williams, has sold in excess of half a million copies. It was inspired by the Robertson-Cole special, "The Beloved Cheater," with Lew Cody as star.

Fox Sunshine Comedy Girls ready for an aeroplane flight

The trade mark for larger motion picture audiences:—

BRITISH "MASTERCRAFT" PRODUCTIONS

Anglo Canadian Picture Plays Ltd.

presents

for immediate booking

ONE RELEASE EACH WEEK OF

BRITISH "MASTERCRAFT" PRODUCTIONS

commencing with

the five act adaptation of the famous English drama

The WARE CASE

(A Broadwest Production)

featuring two theatrical celebrities

Matheson Lang and Violet Hopson

An actor of international reputation

A highly popular screen actress.

THE STORY

A thrilling drama, which as a stage play has toured the world—and on its premier performance in England ran for 135 nights. As a photoplay, the action has been intensified and already has received the enthusiastic approval of the Canadian press.

OTHER PRESENT RELEASES ARE:

HENRY EDWARDS and CHRISSIE WHITE in

"HIS DEAREST POSSESSION"

by E. TEMPLE THURSTON

PEGGY CARLISLE and BASIL GILL in

"THE KEEPER OF THE DOOR"

by ETHEL M. DELL

SPECIALTY FILM IMPORT LTD

St. John, Montreal, Toronto, Winnipeg, Calgary, Vancouver

EDWIN CAREWE PRODUCTIONS INC.
PRESENTS
RIO GRANDE
PERSONALLY DIRECTED BY EDWIN CAREWE
FROM THE PLAY BY AUGUSTUS THOMAS
You will hear its praises re-echo from coast to coast, and its great popularity will call for return bookings.
SPECIALTY FILM
IMPORT, LTD.
GET YOUR BOOKINGS NOW
Pathé

Top—Three scenes from the First National release starring Norma Talmadge in "The Woman Gives"
Bottom—Three scenes from the First National attrac tion, "The Love Expert" starring Constance Talmadge

"Drink Hearty" New Rolin Comedy.

"Snub" Pollard, the "pint sized" comedian continues to hand out laughs with his original picturesque methods in the latest Rolin comedy entitled "Drink Hearty," released by Specialty Film Import. He is assisted as usual by Marie Mosquini, Eddie Boland, "Sunshine Sambo," and a host of comic "revenue officers." "Drink Hearty," although an inviting title, shows that the invitation has its drawbacks in this age of prohibition.

The scenes are laid on a farm, where the former home of cows and horses is converted into an oasis of refreshment, with stalls as private booths. Eddie Boland is a suitor for the hand of the farmer's daughter, until Pollard "beats his time." As the proprietor of the Barnyard Cafe, Snub pulls in the money hand over fist until the arrival of the unwelcome revenue officers. Then the fun takes a riotous nature ending in a new brand of comedy stunt evolving about a huge haystack. This furnishes one of the kicks of a "kickless" subject.

"Schooldays" Newest Feature Comedy by Semon

Vitagraph announces this week that "Schooldays" is the title of its next Larry Semon feature. The production already is virtually completed and will be ready for the market at an early date. It is said to be entirely different in theme and action from this comedian's recent comedy successes—"The Fly Cop," "The Grocery Clerk" and "The Headwaiter."

The picture presents Larry as one of the interesting pupils in an interesting school, and then picks up the destinies of the pupils when they grow up. Larry as a scholar happens to be a prize straggler. But in the great school of the whole world that he and his early companions enter as they become older, destiny reverses things. He becomes a brilliant success.

Several of his schoolmates who were stars in the classroom suffer an equally remarkable twist of fate which reverses their condition for the worse.

The early scenes are replete with rapid and ludicrous situations, in which the comedian brings forward all his tricks of gymnastics and facial contortion. At several points in his classroom experience, the star has

* * * *

"Velvet Fingers" to be the Title of New Seitz Serial for Pathe

"Velvet Fingers" is announced as the title under which Pathe will release the serial which George B. Seitz is now producing at his studios in New York.

The first episode has been completed and is now being worked on at the Bound Brook Laboratory. "Velvet Fingers" is an original story by Bertram Millhauser. The continuity was written by James Shelly Hamilton.

Mr. Seitz and Marguerite Courtot play the leading roles. The character portrayed by Seitz is that of a master collector of jewels and other valuables and his smooth technique inquiring such articles without the consent of their rightful owners wins him the title of "Velvet Fingers."

Reports from Pathe state that the play reveals a fresh and ingenious treatment of the ever popular crook story with an effective blending of suspense and sprightly humor.

Chrissie - - White
"Hepworth ☆ Star"

Peggy Carlisle-Basil Gill
in—
"Keeper of the Door"

Alma Taylor
in "Coming thro' the Rye"

Hilda Bayley-Horace Hunter
in
"Under Suspicion"

Stewar
Rom
in
The Gentle
Ride
and
"Snow in the D

Violet Hopson - in -
"The Gentleman Rider" and
"Snow in the Desert."

Gerald Du Maurier &
James Carew in "Justice"

FOREMOST ENGLISH SCREEN STARS WHO WILL APPEAR IN THE **BRITISH MASTERCRAFT PRODUCTIONS,** WHICH MAKE THEIR INITIAL BOW TO CANADIAN EXHIBITORS THIS MONTH.

Specialty Film Import Limited

ARE THE DISTRIBUTORS

Finishing Touches Being Put on Romance United Artists' Next Release

With plans to leave for Europe in a few weeks, Miss Doris Keane is finishing the last scenes of her internationally famous stage success, "Romance," by Edward Sheldon, in which she will make her screen debut, her first picture to be released in May by United Artists Corporation. The final scenes are being "shot" by Chet Withey, her director, and it is predicted that this wonderful love story will be one of the year's screen sensations.

"Romance" is indeed worthy of its title. From the outset to the end, the story diffuses a rich and mellow charm. Mr. Sheldon has written a story that makes you look upon old passions through a mist of reminiscence, and to that end he enclosed his picture within a prologue and an epilogue. By this expedient he has set his story at a distance that lends enchantment to the view.

In the beginning of the story a young man of today, who has made up his mind to marry an actress, comes to ask the consent of his grandfather, who is the Bishop of New York. When the old man endeavors to dissuade him from his purpose, the youth accuses him of having forgotten what it is to be young and eagerly in love. There-upon the Bishop leans back in his armchair by the fire and tells the story of his own love, over forty years before for the famous opera singer, Cavalinni. At the conclusion of the recital of the old romance, the young man insists that he is more than ever determined to marry the young woman he has chosen, and the Bishop awakened to sympathy by his own pathetic recollection, finally consents and gives the youth his blessings.

It is the Bishop's love-story that constitutes the picture. It happens during the most romantic period of New York and in evoking the atmosphere of that time, the author has employed his inimitable talent for accuracy and detail so well, that he makes one regret the comfortable homeliness that our hasty cities have discarded in the so-called progress of the last half century.

It is at a soiree in the lower Fifth Avenue mansion of a wealthy merchant that the young rector first lays eyes upon La Cavallini. He falls in love with her at once and she rails him for his guilelessness; but a courtship of many happy months follows, she learns to love this innocent young man, with a love that she had never felt before. Therefore, when he asks her to marry him, she cannot help confessing to him that her past life has been unchaste. He believes so deeply in her inherent purity that he is willing to forgive the errors of her youth; and he is still urging her eagerly to be his wife when he discovers that she has been the mistress of the wealthy merchant recently. The merchant has been his best friend and this blow breaks the heart of the young rector. For hours he walks the streets, asking comfort of his God and battering himself into a religious frenzy. Then, late at night, he goes to her apartment with the purpose of saving her soul.

But, although he knows it not, her soul has already risen high above his reach, on the wings of the great love that he has taught her. He exhorts her to repent and then, amazed by the terrible and thrilling nearness of her, he breaks down and takes her into his arms. He implores her to surrender herself to his passion, but she loves him now too utterly to yield. She calms him like an angel mothering a child, and sends him away from her forever.

The consistency of characterization in this production is no less remarkable than is its richness of emotion. There is no mere lyric dallying with love, but a sincere study of the reactions of strong characters under the sway of overpowering passion, and the picture diffuses the aroma of Romance, because of its reality, because beauty is truth, and truth, beauty —and that is all that any story needs to have.

In the role of the Opera Singer, Miss Keane has a wonderful opportunity to display her inimitable talents, which made the story a success for the past seven years on the stage. She has a rich temperament, a real personality and an irresistible charm. Always a great actress, on the screen she is ever a greater star.

Chet Withey, who directed the picture has outshined any of his previous productions, and has gone the limit in lavishness and directorial technique. The settings of this production are wonderfully impressive and spectacular, and the production as a whole is looked for everywhere with keenest interest and expectations.

Sessue Hayakawa in "The Beggar Prince" has a tale of the far-off island where he usurps the throne of an egatistical Prince and shows the latter how to rule justly. Released by Exhibitors' Distributing Corp.

Arthur F. Beck Serial Productions Inc.
Presents STUART HOLMES AND
MISS FRANKIE MANN in
TRAILED BY THREE
AN ADVENTURE SERIAL IN FIFTEEN WEEKLY EPISODES

GUARANTEE YOUR SUMMER RECEIPTS
TO EQUAL THOSE OF THE WINTER SEASON BY BOOKING THIS SERIAL
SPECIALTY FILM IMPORT LTD
TORONTO MONTREAL ST. JOHN WINNIPEG CALGARY VANCOUVER

"THE

Miracle of Money"

created by

in 5 reels

Hobart Henley

from the widely read magazine story

"MARRYING OFF EMMY"

by

Beulah Poynter

Your profits on this feature are only limited by the capacity of your theatre

It is not a play of high finance, but a drama of home spun of humans you know in life, enacted by folks who fit their roles with unique completeness. Every one of your patrons has come in contact with the girl who cannot get a 'beau' and endeavoured to determine the 'loveless age' of women.

"A PHOTOPLAY PAR EXCELLENCE"

SPECIALTY FILM IMPORT LTD

Quality in Productions - Service in Distribution

BAYARD VEILLER WILL WRITE FOR MOVING PICTURES.

Author of "Within The Law" and "Thirteenth Chair" Contracts With Metro To Do Four Scripts a Year

Bayard Veiller, noted American dramatist, author of "Within the Law," has signed a contract with Richard A. Rowland and Marcus Loew by the terms of which he will write four original scripts a year for Metro Pictures Corporation, and will cooperate in their production.

Mr. Veiller has been assigned an office in the administration building at the Metro studios in Hollywood, and has taken possession of it. His first picture play will be a melodrama for Bert Lytell.

Announcement of Metro's acquisition of Bayard Veiller is made from the company's home offices in the Longacre Building. The transaction was completed before Mr. Rowland, president of the picture corporation, left California for New York a fortnight ago. Mr. Loew, who brings not only new exhibition fields but new blood and new money into Metro, was the third to affix his signature to the document adding the famous playwright to the Metro personnel. Mr. Loew is returning East by way of San Francisco.

Bayard Veiller is one of the few American dramatists who have achieved an international reputation. That came as a result of his notable drama, "Within the Law," which, besides running for five years in the United States and Canada, has record runs in London, Paris, Berlin, Melbourne, Petrograd and Copenhagen.

* * * *

Laemmle at Universal City.

Carl Laemmle, President of Universal is now at Universal City on his annual spring tour of inspection of the big studio plant. He was accompanied to the coast by his private secretary, Irving Thalberg.

Besides speeding up the spring work at the Los Angeles plant, Mr. Laemmle will confer with departments there in anticipation of Universal's fall activities.

* * * *

Madlaine Traverse, the statuesque Fox star, is at work on "The Spirit of Good" at the Hollywood studios. Denisn Clift is handling the megaphone.

Mary Pickford whose popularity has been greatly enhanced by her wonderful interpretation of "Pollyanna," will soon be seen in her second United Artists' production. "Suds."

JOHN BARRYMORE IN "DR. JEKYLL AND MR. HYDE" COMING

The name of John Barrymore, one of the foremost actors of the stage and screen, has always been a drawing power wherever theatres are known. In his latest photoplay, "Dr. Jekyll and Mr. Hyde," a picturization of Robert Louis Stevenson's famous novel of the same name, Mr. Barrymore has a dramatic role of intense power.

John Barrymore is an exceptionally gifted actor, and the youngest member of a family distinguished for over a century in the annals of the American stage. While always a great actor and favourite on the speaking stage Mr. Barrymore has carried his popularity to the screen, and though we knew him in pictures once before, he is back again in a series of productions which will be features of the very highest quality. Mr. Barrymore's wonderful success this past season in the Italian drama entitled "The Jest" has been discussed by critics all over America as one of the greatest dramatic successes of years.

The story of "Dr. Jekyll and Mr. Hyde" by Stevenson was made famous nearly half a century ago by the great English actor Richard Mansfield, and it has been said that John Barrymore's performance of this very difficult role is the only one since that time that can in any way compare with Mansfield's remarkable interpretation.

The plot itself is woven around a doctor of great fame whose theory that every man posses a dual personality takes a rather dangerous form. His laboratory experiments prove his theory only too well, and the consequences become exceedingly involved.

The cast which has been chosen to support John Barrymore in this wonderful picture is claimed to be the greatest seen in many months. The tone of the whole production is very superior, and it will undoubtedly be a picture well worth seeing.

* * * *

Hayakawa's Best.

Advance reports from studio officials of Robertson-Cole declare that Sessue Hayakawa's next release through Exhibitors Distributing Corporation is his greatest production since "The Cheat."

* * * *

Western Exhibitors Successful with Johonson's "Cannibals of the South Seas."

Theatres in Western Canada that have been playing Martin Johnson's famous pictures, "Cannibals of the South Seas," during the past month, report tremendous success at the box office, and many theatres have booked the film for return showings.

This subject has proven to be of exceptional interest and its drawing qualities are apparent from the satisfaction of exhibitors who have already played it. The Western branches of Exhibitors Distributing Corporation declare "Cannibals of the South Seas" to be one of the most popular subjects now in the territory.

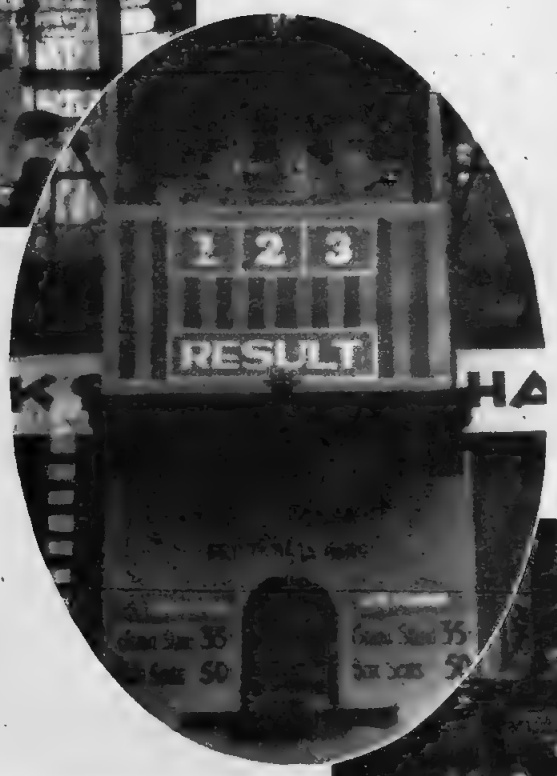
* * * *

Frangelia Billington has been engaged by William Fox to support Tom Mix in "No Limit Carson," work on which has been started at Sonra, California under the direction of Jacques Jaccard.

* * * *

Pearl White, Fox star, recently drove the winning dog team in the Arctic City sweepstake in northern New York beating her nearest opponent by some fifty yards. Miss White at the time was making exterioros for an Alaskan story "Tiger's Cub." She is the first woman to win this well-known snow race.

How One Put it Over With "In Old Kentucky"



Manager Wolf of the Philadelphia Victoria dressed the lobby of his theatre to represent a racing paddock, while the box office is decorated like a gate to the grand stand... The finish of the race which forms the very thrilling climax to "In Old Kentucky" was depicted by life size cut-outs.

ZáSu Pitts in "Seeing it Through" presents the human characterization of a girl striving to help her ailing mother and keep the little family homestead. This is another of the whimsically appearing characterizations which are making her famous in Robertson-Cole Pictures.

Manager Beatus of Loew's Palace Theatre, Washington, D.C., made hundreds of children in his town happy during the run of "Pollyanna" there.

He invited the school children to be his guests at the theatre and all the orphans and friendless children were given candy and fruit to add to their enjoyment at the Special Saturday Morning Matinee.

Anita Stewart entertains one of her aviator friends

Wesley Barry trying his photographic skill on Lewis Stone who is made up for his part in "The River's End," a First National Attraction Produced by Marshall Neilan.

Lionel Barrymore is to be starred in a series of four productions to be released by First National Exhibitors' Circuit, and Whitman Bennet who is to make the productions

Winnipeg News

Steele Managing Allen

A change has taken place in the management of the Allen theatre, Jules L. Steele, who has been connected with daily newspaper work in the city for the past eight years having been appointed manager succeeding Will M. Elliott, who came to the theatre five months ago from the Regent theatre, Toronto, and is now leaving having resigned to accept work south of the line. Mr. Elliott will visit Minneapolis, Chicago, Toronto, Indianapolis, Philadelphia and New York inspecting new theatres under construction and will also visit his old home in Wilmington, Del., where his mother resides. The Screen association gave Mr. Elliott an elaborate sendoff on the night of May 3rd and the staff of the Allen gave him a beautiful diamond ring, consistory design.

* * * * *

New Play for Paramount House

N. L. Nathanson and W. J. Lamb, architect, Toronto, arrived in the city this week to go over the tenders for the new Paramount theatre, the first tenders being too high and the plans having to be revised to keep the cost within three quarters of a million dollars. Mr. Nathanson is vice-president of the Paramount theatre Co.

* * * *

The Lyceum has booked "The Lost City" serial. Other big features at this theatre are "On With the Dance," and "Evangeline."

* * * *

George Weeks in This City

George W. Weeks, general manager of the Famous-Lasky, Toronto, was given a warm welcome by the exhibitors here this week, arriving here with Mr Hagg, general auditor of the company, to go over the season's business which has been phenomenal from all reports. He was a guest at the farewell to Will Elliott, at the Screen rooms, Monday night.

W. S. Jones, manager of the Fox exchange, is leaving next week to be present with two of the other Western Managers, Messrs. Rose, Calgary, and Al. Scott, Vancouver, at the formal opening of the Fox new million dollar studio on May 24th, in New York, when no doubt a pleasant time will be had.

* * * *

Bernard Allen, president of the Allen Enterprises, and a leader in all good charitable work here, headed the list of the Palestine fund at the conference in the Allen theatre last month with a $5,000 subscription.

* * * *

One of the biggest advertising campaigns put on the city was for "The End of the Road" which was shown at the Province and Gaiety theatres the week of May 10th, to crowded houses. The star of the picture is Claire Adams, a native daughter of Winnipeg, and much interest was displayed in her appearance. She is connected here with many prominent families.

* * * *

"Male and Female" played a return engagement at the Lyceum the week of May 10th and did a good business.

* * * *

Manager Davis at the Dominion with his combined musical comedy show and first run feature pictures, is doing a splendid business and pleasing crowded houses; it is remarkable how the programme can be put on for the prices charged to see it. Elaine Hammerstein, in "The Imp" was the last picture feature.

Oral Cloakey, is leaving May 20th, as manager of the Walker, the big legitimate house, and will take over the management of the Allen in Vancouver which will be completed on July 15th, but Mr. Cloakey's services for the Allens will start June 1. He was brought up by the Allens and served them in various capacities in Brandon, Regina Calgary and Edmonton. He is succeeded at the Walker by Eddie Benson, of Edmonton.

* * * *

No Settlement of Saskatchewan Advertising Censorship

The film exchanges did not reach any satisfactory settlement with the officials of the Saskatchewan Government last week over the censoring of advertising. The legislation passed last session will be adhered to, except that the government reserves the right to censor any newspaper advertising if the exhibitor shows any designs to counteract the spirit of the new legislation. All photographs, three and one sheets, posters and displays usually sent out by a film exchange, will be first gone over by the officials of the government and passed on before it can be exhibited to the public. This, of course, includes cuts. The film exchange men will however, place the responsibility on the exhibitor as he is te one more deeply affected by the legislation and he is the one more deeply affected by legislation and the The film exchange men will send out the usual supplies to an exhibitor on the understanding that it has not been censored and that it is up to the theatre man to see that it is, before it is placed before the public. The government has given the exchanges the privilege of having the advertising matter censored in Winnipeg, where their official censor, Mr. Robson is located in the censor board room of the Manitoba Government, going over the pictures with the Manitoba censors.

Canadian Stories for the Screen

Ernest Shipman has been in Winnipeg for a few days aranging with Rev. C. W. Gordon for the placing on the screen of all the Ralph Connor novels. "The Foreigner" will be done in Winnipeg; "Corporal Cameron" and "The Dance of the Sundown Trail," and possibly "Black Rock" in Calgary; "The Sky Pilot" will be done as a super-production at Lethbridge, Alta., a company coming from New York for the purpose; "The Man from Glengarry" will be done along the Ottawa River, and a picture will also be made at Halifax. Mr. Shipman is now in Calgary where he is completing arrangements for the work. "Back to God's Country," which was made by a Calgary company at a cost of less than $100,000 has already sold for as high as $500,000 and it is predicted the total sales will go to $750,000. It is being sold by the First National; the Calgary Company gets fifty per cent. of the profits after the making was paid for. They have got back $170,000 so far and receive cheques monthly.

For the purpose of making a motion picture, a six reel drama, a company of New York actresses and actors are in Banff, Alta., working for Selznick under the direction of Burton George, a noted film director. This is the first time a company for this purpose has ever visited Banff.

A splendid new organ made in Woodstock, Ont., the cost and installation of which will run up to $18,000 will be installed in the Gaiety, one of the Allen chain, this week. Miss Grace Hyde, the Province pianist, will be the organist.

"The Silent Avenger" a serial has been booked by the Pantages and Starland theatre.

The weather has been very warm this week and it is affecting the attendance at the theatres.

DOUGLAS FAIRBANKS USES PRECAUTIONS WHILE FILMING "MOLLYCODDLE"

Guards Posted at The Star's Hollywood Studios to Prevent Advance Information from "Creeping" Out on the Next United Artists' Production

For the first time since he entered upon a screen career Douglas Fairbanks has taken steps to prevent advance information from reaching the outside world as to the nature of his activities in his studios.

With his return from Arizona, this week, together with the hundred members of his company who had been on location in the desert filming a number of the more important and thrilling scenes for "Mollycoddle" the next Fairbanks production for United Artists, the order was issued by the star to see that no loitering be permitted about the grounds of the plant and that every "set" whether on the stage or otherwise, be hidden from the vice of outsiders.

The precautions are due to the fact that there are so many novelties being introduced in "Mollycoddle" which will cause even greater comment than the nightmare and flood episodes of "When the Clouds Roll By" and these two innovations to the screen have mystified the most hardened critics throughout the world.

Robert Fairbanks, manager of productions of the organization, has followed his brother's instructions to the letter and things have been camouflaged to such perfection that even the eyes of the trained army aviators who continually fly over the film colony in Hollywood, have been deceived.

According to word which came to Hiram Abrams at the United Artists' headquarters from John Fairbank's general manager of activies on the Coast, it will be a miracle if Doug. comes out alive before "Mollycoddle" is completed. The star has already busted a couple of fingers doing stunts while making exteriors and it is claimed that that portion of the story already recorded is "child's play" in comparison with what is yet to be done.

For nine weeks preparations were made before activities started on "Mollycoddle" during which time the star developed his original idea into what is believed to be one of the best stories he has ever had to work with. Tom Geraghty, who was responsible for Doug's last screen adaption, prepared the scenario again and Victor Fleming who supervised things from the front in the making of "When the Clouds Roll By" is again directing with Ted Reed occupying the first aid to the director.

The same character of high class photoplay as was witnessed in the last Fairbank "Big Four" release is promised in "Mollycoddle," William McCann and Harry Thorpe continuing to perform with the cameras.

It is expected that the work on the interiors will be finished up in quick order as the company is engaged both night and day, the studio being a "bee-hive" of continuous activities.

Excellent reports have been received regarding all of the principals of the company. The supporting cast could hardly be improved upon, it is declared, and this is accounted for because the author-star in preparing the story moulded his characters true to the players he had in mind.

Frank Campeau is handling himself admirably in a portrayal which is a slight departure from any of his previous efforts while Ruty Renick, the new leading woman, is living up to advance expectations. Albert McQuarrie, Paul Burns, Child "Eagle Eye," Harry Stevens, Freddie Hawk and others of the cast are doing their share to make "Mollycoddle" one of the fastest and most thrilling Fairbanks productions ever made.

JOE RYAN WEARS MANY MAKEUPS IN NEW SERIAL "HIDDEN DANGERS"

Joe Ryan, co-star with Jean Paige in Vitagraph's new serial, "Hidden Dangers," has undertaken to prove that clothes don't prove anything. Ryan has been known in the past as a bad man of the screen. His character in previous pictures has always been that of a gun-toting, rough riding meaner-than-sin sort of fellow.

In "Hidden Dangers" he appears most of the time garbed in dress suit and silk hat, or in the neat daytime garb of a gentleman. But the star has occasion in several of the early episodes to don again his old time cowboy's outfit and do a little fancy rough riding.

Ryan and his associates declare now that he can wear any kind of clothes and thoroughly live up to the character they represent, and that therefore clothes are not infallible evidence of the character of their wearers.

"Hidden Dangers" has progressed well into its central episodes. The serial is noteworthy because of the ambitions and elaborate employment of science in its making. Ryan plays the role of a scientist possessed of two personalities, who has invented many wonderful devices and methods for the handling of electricity. He devotes his genius while in his normal mind, to the betterment of mankind. But at times when his second, or evil nature seizes him, he uses his talents for criminal purposes.

Albert E. Smith, president of Vitagraph, and Cleveland Moffett, the magazine writer who recently joined Vitagraph to collaborate with Mr. Smith in writing this and other serials, are supervising the production.

William Bertram is the director. Mr. Bertram is assisted by one of the largest technical staffs ever assembled for serial making. It is made up principally of highly trained electrical scientists, whose task is to contsruct the ingenious electrical devices and spectacles conjured up by the authors in their imaginings of the miracles performed by the hero.

"THE SEA RIDER," HARRY T. MOREY'S NEXT — IS READY

Vitagraph announces that its latest Harry T. Morey feature, "The Sea Rider," will be released in May. In the meantime Mr. Morey and a large company are at work amid picturesque surroundings near Asheville, N. C., on his next picture, "The Gauntlet of Greed."

Mr. Morey had the enjoyable experience several days ago of presenting a screen exhibition in a little backwoods town, where the picture happened to be made. The tremendous event had triple importance from the fact that the star who made it and who was causing it to be shown, was also working in that very same region on his present undertaking.

The town was Bat Cave, and the picture Mr. Morey showed was "The Birth of a Soul," which he and his company produced near that place a few months ago. All the natives for miles around attended the showing with the feeling that it was one of the biggest events of their lives. Several recognized themselves in crowd scenes on the screen.

"The Sea Rider," which was just completed several weeks ago, is widely different in tone and theme from Mr. Morey's previous productions. It was adapted by Fred Schaefer from a story by Harry Dittmar. Edwin L. Hollywood, who is directing the present subject, was its director. The story concerns the love affair and the high seas adventures of a stout-hearted sea captain.

Now — Booking

"THE SCREAMING SHADOW"

—SERIAL—

in 15 EPISODES

Featuring--BEN WILSON, NEVA GERBER, JOSEPH GIRARD
and AN ALL STAR CAST.

Proclaimed by critics to be a far superior serial to the "Voice on the Wire" or "The Trail of the Octopus."

Full of Pep-- Punch-- Action-- Love and Romance.

A Scene from "The SCREAMING SHADOW"

Good Photography Massive Settings, and a Wonderful Story.

"The Screaming Shadow" will surely bring your patrons back week after week until they see this serial in its entirety.

Book it Now. It's a Tonic For Hot Weather—

—If interested, write for a campaign book and quotations.

Amalgamated Exhibitors Circuit Limited

TORONTO
MONTREAL
ST. JOHN

PHIL HAZZA, General Manager

Fox Company to Hold International Convention of Branch Managers

Mr. William Fox

Commensurate with the growth of the Fox Film Corporation throughout the world is the latest announcement issuing from the executive offices of that firm in West Fifty-fifth street, New York, heralding the sixth annual convention of its sales forces, which will be held at the Commodore Hotel, New York City, and which will bring together the Fox branch managers, district superintendents, special representatives and sales heads from every Fox office in the world.

It is an international convention which William Fox has planned and according to the schedule it will be opened on Monday, May 24, and continue throughout the week, closing on Saturday, May 29.

Among Largest of its Kind

This convention of Fox Film Corporation, will be among the biggest affairs of its kind in the film world. Representatives of the firm will come from all the principal cities of the United States and from the various branches located in the Dominion of Canada.

London, Liverpool, Manchester, Newcastle, Glasgow, Cardiff, Leeds, Birmingham and Dublin will furnish the quota of Fox officials from Great Britain. The Australsian field will send managers from Sydney, Melbourne, Brisbane, Adelaide and Wellington, New Zealand.

The South American field will contribute its share from the Fox exchanges in Rio de Janeiro, Sao Paulo, Buenos Aires, Rosario, Montevideo and Lima.

The corporation for some time has maintained offices in France at Paris, Marseilles, Strassbourg, Lyons, Lille and Bourdeaux.

The other foreign branches which will be represented include the Brussels office in Belgium, the Amsterdam branch in Holland and the Italian exchanges in Rome and Turin.

William Fox brings his sales force together this year for the most important business meeting in the history of the corporation. This convention comes as a climax to the broadest and most successful sales campaign ever instituted by the organization.

Sheehan to Take Charge

Winfield R. Sheehan, general manager of the corporation, who is in Europe, will return in time to take charge of the convention, as in the past. Mr. Sheehan will be thoroughly equipped for an exhaustive conference with Mr. Fox regarding the results of his tour and the conditions of the foreign market with relation to Fox films.

William Fox will open the convention, and will outline to his sales organization the policy to be adopted by the corporation for the ensuing year as regards the distribution of Fox productions. Other matters of import will be brought before the sales force by Jack Leo, vice-president of the company, John C. Eisele, treasurer, and Saul Rogers, general counsel for the corporation. Each of these will address the body on matters pertaining to policy.

Winfield Sheehan

Most of the convention delegates have never seen the new Fox studio building on West Fifty-fifth street. It is therefore planned to receive them in a body at the studio and conduct them through the various departments, including the large stages on the third floor. Herman Robbins will have thrown on the screen of the battery of projection rooms the Fox special productions and the early forthcoming regular releases. These films will be shown to the sales force before the scheduled release dates.

The Canadian Managers who will attend are: Vincent J. McCabe, District Superintendent; Maurice West, Montreal; L. M. Devaney, Toronto; Jos. Lieberman, St. John, N.B.; R. A Scott, Vancouver; William Spencer Jones, Winnipeg; Mitchell Rose, Calgary.

* * * *

Fox Will Open Convention

On the morning of the 24 th the convention will be opened by Mr. Fox. The afternoon will be given over to the viewing of Fox screen productions at the new studio and the evening will be devoted to entertainment of the conventionites. This is the schedule which will remain in force during the entire week, the mornings being devoted to conference and the afternoons to the studio projection rooms.

JOE RYAN, ONETIME BAD MAN, HAS BECOME A GENTLEMAN

Joe Ryan, known for many seasons as one of the roughest bad men of the screen, has turned over a new leaf, Joe Ryan is now a gentleman.

Ryan is achieving his new character as co-star with Jean Paige in Vitagraph's forthcoming serial, "Hidden Dangers." When the onetime bad man was cast for this production, the film colony at Hollywood, California, was agog with comment and speculation.

A host of film experts went on record with the opinion that it would be impossible for a player who had been used to rough, cow-punching, gun-toting parts for a long time, to suddenly blossom out in evening clothes and handle himself with an air of gentility.

The first four episodes of "Hidden Dangers" are declared to have proved this belief a mistake. Ryan, from all accounts, has become a really, truly finished person in culture.

But he doesn't altogether abandon his old character of the villain. Ryan's role in "Hidden Dangers" is a dual one. He changes at times instantly from a person of breeding and high motives, to a maniac bent upon villainy of all sorts. The performance brings into play countless exploits in science.

Ryan appears as Dr. Brutell, an electrical wizard. He devises during his normal state, countless inventions intended for the benefit of mankind. But when the evil nature takes hold of him, Dr. Brutell turns into a fiendish destroyer, and he employs his scientific knowledge to work fiendish crimes.

* * * *

LARRY SEMON'S NEWEST FEATURE TEACHES PUBLIC HOW TO DRAW

Larry Semon, the million-dollar comedy star of Vitagraph at last has condescended to let the public in on the secret of his real art. During the filming last week of scenes for his newest comedy feature, "Schooldays" which is now nearly completed, Larry made a full demonstration of how cartoons may be drawn at high speed.

The star used to be a cartoonist before he went into the film profession, and strived on several New York's greatest newspapers. He hadn't drawn a picture for several years until the emergency to do so arose in the making of "Schooldays."

Larry appears first as a schoolboy, and later as a grown-up. The schoolroom scenes are replete with the human interest exploits of full blooded young persons, of whom Larry happens to be a shining example. It devolves on him to draw comic caricatures on his slate of his teacher and the various other pupils.

Larry performs this feat with great gusto, and the effect is that of a lesson in drawing. His pencil moves with the rapidity of thought. The lines and curves appear in vivid closeup, and the sixteen different kinds of art are revealed in detail.

* * * *

A fine cast has been selected to support Tom Mix, the Fox cowboy star, in "No Limit Carson." It includes Francelia Billington as leading woman, Lester Cuneo, Charles K. French, Lucille Younge, Joseph Bennet and Wilbur Higby.

Madlaine Traverse who has just completed for William Fox "The Iron Heart" which was written, adapted for the screen and directed by Denison Clift, returns in this photoplay to the role of society woman and again wears some startling gowns. In "The Hell Ship" her picture immediately preceding "The Iron Heart," Miss Traverse appeared as a poor daughter of the sea and had no opportunity to display Paris creations in dress.

"WHO'S YOUR SERVANT," ROBERTSON-COLE SPECIAL

Ample proof of the production which was made by Robertson-Cole to the effect that "Who's Your Servant?" would enjoy a tremndous success as a result of its extraordinary exploitation facilities, is coming in every week. In all the larger cities and in smaller places, "Who's Your Servant?" is one of the successes of the hour. This picture takes up in forceful style, the question of the betrayal of his master by a trusted servant.

In dwelling upon this theme, it at once becomes one of the most timely productions of the hour as, since the great war, the police of many cities have been troubled by the question of the increase of servant crime and the need to stem the Red tide which seems to be threatening civilization.

The very large and diverse sized press books which Robertson-Cole issued for the exploitation of this picture shows many ways in which this timely theme may be put before the public attractively. The press book illustrates the elaborate lobby display which can be made to attract audiences. Also it explains of a "help wanted week" which has been found a capital means of stimulating business in a number of cities.

Clever display advertisements shown in the book, take full advantage of the broad opportunity afforded to interest all who employ servants of any sort. One particularly effective advertisement shows the two leading characters of the picture in the center of the page which is filled with reproductions of newspaper clippings showing accounts of servant crimes of violence.

The story of "Who's Your Servant?" is a fascinating one. It concerns the career in the home of an admiral of a Japanese man-servant. He is in reality the agent of his native land who is trying to obtain the plans for a revolutionary type of battleship. The daughter of the Admiral discovers that the servant is a thief. Therefore, she plays upon his affections for her and comes to his room at midnight, under the pretense of being in love with him. Once there, however, she gets possession of the papers which the man has stolen. She makes a dramatic escape with them.

Lois Wilson plays the part of the heroic girl. Yukio Aoyama plays the part of the Japanese valet and Andrew Robson plays the Admiral. Albert Morrison, William Scott and Frances Burham are included in the cast.

The extremely timely nature of "Who's Your Servant?" makes it a warning box office attraction, and the dramatic handling of the theme is such that it commands tremendous word of mouth advertising.

"END OF THE ROAD," A TREMENDOUS SUCCESS

Much Talked of Picture in Great Demand Throughout the Dominion

According to all reports received by the Famous Players Film Service, Limited, "The End of the Road" is continuing to break box office records throughout the territory.

The latest report received by the Toronto Exchange states that this feature smashed all previous records in St. Thomas, Ont.

Mr. Herbert R. Worden, advance man for the "End of the Road" is now working out of Winnipeg in the interests of the picture and he also reports phenomenal business. Mr. Worden states that people are commending the picture in each city and town he visits and that many have urged him to bring the picture back for a second showing at an early date.

WILSON SERIAL FOUNDED ON MONKEY GLAND THEORY

Ben. Wilson's second Hallmark serial, "The Screaming Shadow," presented by Frank C. Hall, president of Hallmark Pictures Corporation, following "The Trail of the Octopus," presents to the public their first glimpse of the result of the new theory, which is now being propounded by eminent physicians throughout the country, to the effect that human life can be prolonged and eternal youth inculcated by the means of grafting onto the human body what are known to the medical profession as monkey glands. Mr. Wilson's late serial is founded upon this theory, and during the course of the story, written by J. Grubb Alexander and Harvey Gates, the theory of this monkey gland process and its effect is brought out in a series of strongly dramatic episodes.

That this theory of some of our most eminent physicians has passed from the theoretical stage into the practical stage, is certified to by a recent front-page story appearing in the big dailies to the effect that a prisoner in San Quentin Prison, California, had recently transplanted to his anatomy new interstitial glands as an experiment. Before the transplanting the prisoner was dull, morose, and lacked forcible individuality, according to State Patrol Officer Edward H. Whyte. Following the transplanting of the interstitial glands of a convict who was hanged in San Quentin Prison a few months ago, the dull, morose prisoner, upon whom the experiment was tried, became imbued with much vigor, and while on parole escaped from California. He was later arrested in Ohio, but escaped again from the prison in which he was being held, pending the arrival of California authorities. The prisoner is still at large.

This is one instance which has come to light recently, to verify the theory that the transplanting of monkey or interstitial glands to the human body, approaches very nearly the theory that eternal youth can be given the aged.

It is upon this theory that the authors of Ben Wilson's second Hallmark serial, "The Screaming Shadow," have based the plot of their serial story.

Surrounding Mr. Wilson and Neva Gerber, who is co-starred with him in this serial, Mr. Wilson has coupled practically the same cast of players that appeared with him in his serial, "The Trail of the Octopus,"—William Dever, Howard Crampton and William Carroll. In addition to these will be seen Fred Gamble and Joseph Girard, one of the best known character actors of the serial drama; Frances Terry, Pansy Porter, Claire Mille and Joseph Manning.

Ben Wilson is seen in "The Screaming Shadow" in the role of John Rand, noted scientist and archaeologist. Miss Gerber is playing in the role of a newspaper woman, who is heiress to millions, but prefers the work on account of its adventure and romance. Mr. Crampton has the role of the millionaire head of the Eternal Life Syndicate. Joseph Girard, leading character man, has the part of Baron Velska, Prime Minister of Burgonia. Frances Terry has the part of Nadia, high priestess of virgins of eternal youth.

* * * *

"Stop That Man," a stage play by George V. Hobart, has been purchased by Myron Selznick and will be arranged for the screen as a starring vehicle for Owen Moore.

Gloria Hope, the ninety-six pound Titian haired beauty who plays opposite Owen Moore in "A Desperate Hero" really wants to raise her weight beyond the hundred mark. To that end, she drinks fifteen glasses of malted milk a day.

CHARLES HUTCHISON, SERIAL DAREDEVIL SIGNS CONTRACT TO APPEAR IN FOUR SERIALS FOR PATHE

Charles Hutchison, the star whose performance in "The Great Gamble" and other productions won him his present reputation as the premier daredevil and stunt man of screen serials, has signed a contract to star in four serials for Pathe, it was announced by that company this week.

The contract becomes effective in April and the first picture Hutchison will do for Pathe under the new agreement is to be produced at the Robert Brunton studios in Los Angeles under the supervision of Robert Brunton. The scenario has been selected for the first picture but no information as to the author or of production plans were given, further than a statement by one of the officials of Pathe that a picture on the scale of "Daredevil Jack" as regards settings and details of production would be provided.

Mr. Hutchison left New York Tuesday, March 23rd for the Coast. He was accompanied by his wife and stated that he would make a stop over in Pittsburgh to visit with his parents there. He will arrive in Los Angeles, according to present plans, in the middle of April and expects to find everything in readiness at the Brunton studio for him to commence work.

Hutchison, made his first appearance as a serial star with Pathe in "Wolves of Kultur." His second picture, "The Great Gamble," has been pronounced one of the greatest stunt serials produced. He is credited with having actually done all the stunts shown in his pictures and as never having called in the services of a specialist for a special feat of daring during his career.

He began his picture career as a member of the Old Victor Company after several years of experience on the dramatic and vaudeville stage.

Later he excepted an engagement with Joseph A. Golden to play leading roles and for a time directed one of the companies. When Mr. Golden decided to make the serial "Wolves of Kultur," he cast Mr. Hutchison for an important role and as a result of his work Mr. Hutchison was starred in "The Great Gamble."

In announcing the new contract Pathe states that the return of Hutchison to the serial program of that company is an important step toward the fulfillment of the announced policy of Pathe to furnish their exhibitors with the biggest and best serial productions possible.

CANADIAN EXHIBITORS' EXCHANGE TO DISTRIBUTE "HIS PAJAMA GIRL"

C. B. Price, on a visit to Toronto recently, disposed of the Canadian rights to the Mona Darkfeather series of Indian dramas, and the five real feature, "His Pajama Girl" featuring Billie Rhodes to the Canadian Exhibitors' Exchange. Officials of the latter organization believe that "His Pajama Girl" will be one of the biggest money making state right productions released in this country the coming season. They expressed themselves as being especially pleased with the novelty of the picture and the wide exploitation possibilities it possesses.

* * * *

Vitagraph has arranged for posting forty 24 sheet stands advertising Larry Semon in Toronto for one month.

* * * *

Nell Craig, the former Essaney star is back on the screen after an absence of two years. She is supporting Owen Moore, the Selznick star, in "A Desperate Hero."

SET YOUR PUBLIC AGOG FOR "THE BAND BOX" SUSPENSE, DORIS KENYON AND LOUIS JOSEPH

There you have the three great factors in "The Bandbox," the biggest surprise picture of the year—material enough for the most powerful exploitation campaign that has ever been evolved on a production, bar none.

Every mystery angle you can think of for your newspaper advertising and promotion drive will be appropriate to the picture and help in packing your house.

BUT, MOST IMPORTANT OF ALL, KEEP "THE BANDBOX" A MYSTERY PICTURE.

Visit the newspaper reviewers in your city and urge them not to divulge the solution of this most baffling mystery story on record. They will aid you just as the New York theatre critics refrained from detailing the big scenes in "The 13th Chair" when the Bayard Veiller production was first staged. The critic's compliance with your request will add mystery to the mystery picture.

Now, about Doris Kenyon. This beautiful star, who is as famous on the stage as she on the screen, is simply a revelation in this powerful Deitrich-Beck, Inc., production. Picture lovers and playgoers, who have been enthralled by her brilliant performances in the past, have a surprise in store for them, so delightfully refreshing and brilliantly artistic is her work in "The Bandbox." Not since Miss Kenyon established herself as one of America's truly great artists five years ago as one of the featured players in "Princess Pat" has she been seen to such splendid advantage.

"The Bandbox" is unquestionably the greatest picturization of a Louis Joseph Vance story ever produced, a bold statement perhaps since his "False Faces" and "The Lone Wolf" have been tremendous money-getters everywhere. But the W. W. Hodkinson Corporation, distributor of "The Bandbox," bases its verdict on the opinion of three of America's most successful exhibitors, who attended a private showing of the picture.

Lobby Displays—Co-Operation

At very small cost your lobby could be turned into a thing of beauty. It shouldn't be difficult to obtain a hundred or more miniature bandboxes that could be stretched across the entire lobby. A good idea would be to encase your ticket-office in an immense bandbox that would be certain to arrest the attention of passers-by. Once in the lobby the big mystery stills that you feature in the front of the house display will draw a great deal of new business into your house. Play up Doris Kenyon portraits to the limit in your lobby display. A beautiful girl is an added attraction to a mystery melodrama and Doris Kenyon is nothing if not beautiful.

Invoke the aid of booksellers. Louis Joseph Vance stories are as widely-read as those of any other author before the American public to-day, and by odds "The Bandbox" is the most powerful product from the pen of this master of mystery stories. The mere announcement of a special sale of Vance books won't help much. Co-operation that doesn't procure an effective window display for an exhibitor is not co-operation. Supplay your bookshop friends with plenty of scenes stills from the productions and Doris Kenyon portraits and cards reading something like this:

READ LOUIS JOSEPH VANCE'S GREATEST NOVEL, "THE BANDBOX," THEN SEE ITS THRILLS ENACTED AT THE BLANK THEATRE

Canvass every big millinery shop in town for window displays. No milliner with an eye to business would refuse you co-operation on a production that deals with her industry. Besides featuring big bandboxes in their windows, you can impress upon milliners the big possibilities in naming one of their season's smartest creations THE DORIS KENYON and linking it up with the production with cards reading:

HERE'E A REPLICA OF THE HAT WORN BY BEAUTIFUL DORIS KENYON IN "THE BANDBOX," NOW SHOWING AT THE BLANK THEATRE

"THE BANDBOX" GREATEST OF VANCE MELODRAMAS

Beautiful Doris Kenyon wins her right to a place in the screen firmament equalling the niche she holds in the esteem of her tremendous stage following by the most noteworthy achievement of her career as the star of "The Bandbox," the Dietrich-Beck, Inc., production of Louis Joseph Vance's greatest mystery story, which introduces the Hodkinson program in the Dominion through Canadian Exhibitors' Exchange.

Alison Landis, an American actress, smuggles a famous pearl necklace, known as the Cadogan Collar, into the United States by hiding it in the lining of a new hat and tricking her innocent fiance, Benjamin Staff, into carrying the bandbox through the customs. But on the pier in New York the fiance gets the bandbox mixed with another identically the same as carried by Eleanor Searle, a young singer. Before Miss Searle can return the bandbox she is overtaken by her father, an international crook, because of whom she left home seven years before, and who has been on the track of the pearls. He takes the necklace away from her and, to cover his tracks, spirits Miss Searle herself away to his "roost" on a deserted island in Long Island Sound.

But the crook, known as Arlington not Ismay, has been shadowed the whole seven years by a cousin, Wm. H. Iff, whose life has been a tragedy through his resemblance to the crook, a resemblance so close that even the daughter cannot tell them apart. Iff and Staff rush to the island to rescue Eleanor. In the crook's lair a pistol shot brings to an end a thrilling encounter. But who is killed? Was it Ismay or Iff? It was neither Staff nor Eleanor, for both are clasped in each other's arms at the finish.

ALLENS TO BUILD IN NIAGARA FALLS, ONT.

The Allen Theatre Enterprises announced last week that plans had been completed for the erection of a modern theatre seating twelve hundred in Niagara Falls, Ont.

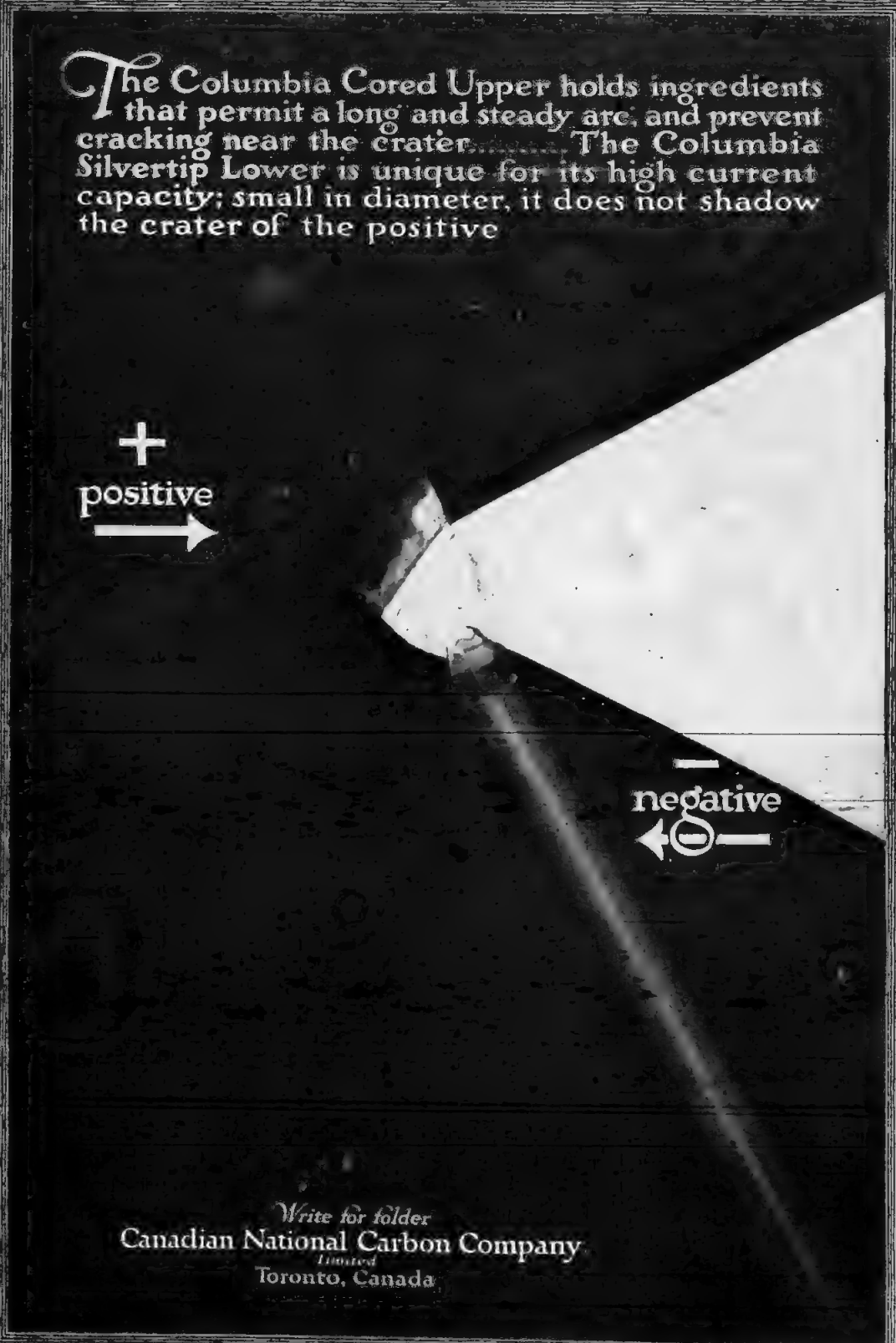
The exact location has not been definitely decided upon, as officials will select one of two choice pieces of property upon which options already have been obtained. Tentative plans for the building have already been drawn and when the location is finally decided upon, construction will immediately commence and the house should be ready early in the fall.

* * * *

William Russell, Fox star, has completed "Leave It To Me," at the Hollywood studios, under the direction of Emmet J. Flynn.

Silvertip
Columbia
D-C
Carbons

The Columbia Cored Upper holds ingredients that permit a long and steady arc, and prevent cracking near the crater..... The Columbia Silvertip Lower is unique for its high current capacity; small in diameter, it does not shadow the crater of the positive



Write for folder

Canadian National Carbon Company
Limited
Toronto, Canada

The Watch-Dog of Your Box Office—

Entire mechanism including ticket magazines securely locked by one key.

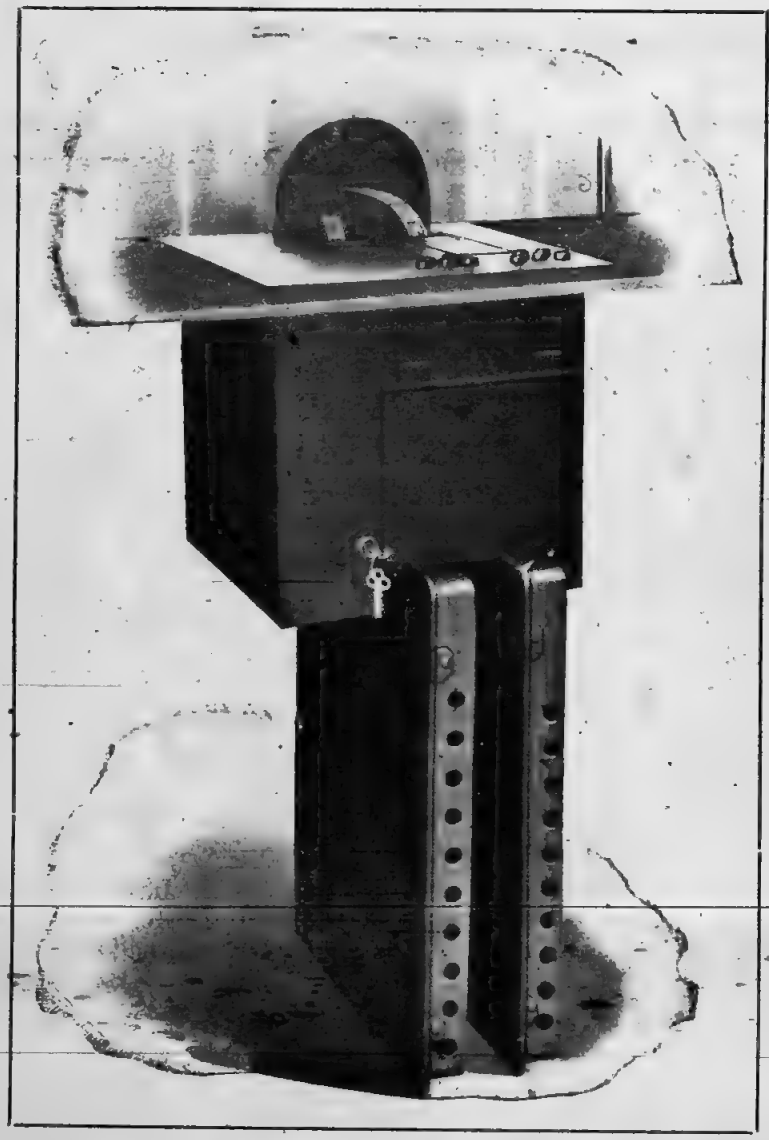
❖❖

Each unit has a recorder from which the number of tickets issued by that unit can be instantly ascertained. This recorder can only be read by the holder of the locking key.

❖❖

All tickets are numbered providing a double check on the ticket sales.

❖❖



Attaches to any light socket.

❖❖

Issues tickets much faster than by hand, and much more accurately. Gets the "waiting line" away quickly by faster issue of tickets and leaving the cashier time to making change.

❖❖

War tax tickets may be printed on back of regular tickets by special arrangement.

❖❖

Speedy, accurate, reliable and safe always.

THE AUTOMATIC TICKET SELLER

Built in two, three, four and five unit sizes to handle as many different priced tickets. Issues one, two, three, four or five tickets of any one price by the pressing of a button.

We have just received a supply of catalogs showing every detail of the construction, appearance and operation of the Automatic. If you are interested, a postal card will bring you a copy. May we send you one?

The Coleman Theatre Equipment Co.

12 Queen St. East - TORONTO, ONT.

"Courtesy with Service"

DIRECTION OF
E. C. BOSTICK

The Merrill

MILWAUKEE'S PHOTOPLAY PALACE

MILWAUKEE
WISCONSIN

March 18, 1920

Mr. F. C. Aiken,
Vitagraph Inc.,
Chicago, Ill.

Dear Mr. Aiken:

Enclosed please find check for $1416.38 same to cover guaranteed rental and percentage on Alice Joyce in THE SPORTING DUCHESS. The amount is arrived at as per attached statement.

We are also enclosing contracts covering the additional percentage, as per your request.

Assuring you that it is a pleasure to enclose a check for this amount for THE SPORTING DUCHESS, and with the very best of personal regards, I am,

Very truly yours,

Manager
MERRILL THEATRE CO.

ECB-AF

Be sure to mention "CANADIAN MOVING PICTURE DIGEST" when writing to advertisers.

Canadian Eyes Will Glisten At This Canadian Picture

The epic of the dominion is written in its snow.
Men of Canada are still widening their empire across frozen wastes.

"THE COURAGE OF MARGE O'DOONE"

is a CANADIAN picture — for CANADIAN people with CANADIAN scenes — and a CANADIAN heroine

And It Was Written by the Greatest Living Author of Canadian Stories

JAMES OLIVER CURWOOD

Romance courses through the production against a background of Canada's wild Northwest. Its story is that of rugged men combatting Nature in her most furious moods, and of womankind rising to heights of grandeur.

There are in this picture blizzard scenes and scenes of wild beasts in battle. There are scenes of real men braving the fury of blizzard and beast, brute humans and blind chance.

And there is the epic of love, which, as this story shows, burns as brightly on the frigid frontiers of Northern Canada as in balmier climes.

SEE THIS JAMES OLIVER CURWOOD CREATION OF SPECIAL CANADIAN INTEREST AT ANY CANADIAN VITAGRAPH EXCHANGE

EDITORIAL FROM "TORONTO GLOBE"

MAY 7th, 1920

THE MOVING PICTURE.

Differences of opinion regarding the motion picture as a portrayer of drama still exist. They do not extend to its usefulness and interest in presenting for visible observation the events of the day, and in making it possible to store these away for study by future generations. More important for the students of coming years than many millions of the words printed about the world war will be the moving pictures taken on land and sea relative to that tremendous conflict. Ten, fifty, or one hundred years from now it will be possible for those who read of the armies, their leaders, and the statesmen of the Allied and belligerent countries to know not only how these looked, but how they bore themselves in many and varied scenes and circumstances. Nothing in the way of still portraiture can ever convey the impression of real life that the moving picture is able to give.

It is to the educational possibilities of film presentation to the general public that the attention of those who have a thought beyond the evanescent pleasure of a "movie" play should be consistently directed. This is particularly true of Canada. There are now 840 moving-picture theatres in this country, some 300 of which are in Ontario. Toronto has just over 100. The daily average aggregate attendance at moving-picture houses in Canada is between 650,000 and 750,000. In Toronto alone it is 75,000. Thousands of people who witness these performances throughout Canada see scores of topical events depicted in lifelike reality upon the screen. Up to a very short time ago the majority of these were foreign and the largest percentage of them from and about the United States, where the moving picture has been developed to a degree of super-excellence. It is now possible for any show house in the country to obtain topical events pictures taken in Canada that rank in every phase of comparison with those taken anywhere else.

Some proprietors and managers make a special point of presenting the best Canadian topical pictures every week, with others of international interest. Many of them, and often these are enterprising Americans, continue to present a jumble of pictures from across the boundary line. These frequently are really of very little importance; but constant repetition fills the minds of a large number of moving-picture patrons with the thought that there is nothing so good in their own country. The Dominion and Provincial Governments and the great railway systems of the country know better than that. They are using many films in their advertising and propaganda campaigns for immigration, agriculture, and health instruction, and tourist traffic. Canada's natural beauties, her industries, and her events are no less important to the people than those of other countries.

With nearly three-quarters of a million Canadians attending moving pictures daily, there ought to be on the part of all organizations interested in good citizenship and the training of the young an insistence upon two things: clean plays and the presentation of topical events relating to their own country. It would be childish, of course, to bar news pictures from other lands, but these should not, as is too often the case, entirely supersede Canadian events. The men who own or operate the moving-picture shows are not in business for their health alone. A great many of them are anxious to know what their patrons think, and the suggestion box is a feature in their houses. This is one medium by which public opinion may make itself felt. Because of its comparatively low prices, the motion-picture house has become in many centres a family institution. Its influence will be to a very large extent what the heads of the families make it. If they insist on having the best for amusement and well-selected educational features about their own country, they will get them.

CANADIAN NATIONAL PICTORIAL

THE ALL-CANADIAN WEEKLY

CANADIAN NATIONAL PICTORIAL

Produced In It's Entirety By The Pathescope of Canada, Ltd., Toronto

A Canadian organization, owned and managed by Canadians.

Positively the only weekly in Canada made up entirely of Canadian news events from coast to coast.

Your patrons have often asked why we can't have more Canadian pictures. This is your opportunity to meet their demand.

The Canadian National Pictorial is not an experiment—The forty-fourth release has just been issued.

Our cameramen cover the entire Dominion and they photograph the important news happenings while they are "live news."

Each issue of the Pictorial is made up of one thousand feet of purely Canadian scenes coupled with wit and humor culled from the Canadian press.

DO NOT DELAY—BOOK THE "CANADIAN NATIONAL PICTORIAL" FROM YOUR NEAREST "FAMOUS" EXCHANGE TODAY!

Famous Players Film Service Limited

Toronto St. John Montreal Winnipeg Calgary Vancouver

TYRONE POWER
IN THE UNIVERSAL-JEWEL PICTURE
"THE MAD WOMAN"

Here is Mr. C

Add This
High-Class S
To Your

EMINENT
PLAYERS

TWO-REEL

FEATURING THE FOLLOWING DISTINGUISHED LIST OF CELEBRATED STAGE STARS—

JULIA ARTHUR
IN THE UNIVERSAL-JEWEL PICTURE
"HIS WOMAN"

JULIA ARTHUR	ROBERT EDESON
CYRIL MAUDE	WILLIAM COURTNEY
VIOLET HEMMING	JULIA DEAN
TYRONE POWER	MONTAGU LOVE
OTIS SKINNER	CONSTANCE BINNEY
NANCE O'NEILL	MABEL TALIAFERRO
	MACLYN ARBUCKLE

portunity—

eries of
t Subjects
rogram

MONTAGU LOVE
IN THE UNIVERSAL-JEWEL PICTURE
"SHE'S EVERYWHERE"

2

FAMOUS
AUTHORS

PRODUCTIONS

Released One Each Week
12 Weeks of Prosperity

NOW BOOKING—GET YOUR DATES

ALL OFFICES

Canadian Universal Film Company, Ltd.

ORONTO
ONTREAL
T. JOHN

WINNIPEG
CALGARY
VANCOUVER

WILLIAM COURTENAY
IN THE UNIVERSAL-JEWEL PICTURE
"THE INNER RING"

PLAYERS in FOX Sunshine Comedies DIRECTORS

Alta Allen	Chester Conklin	Travis Vale
Harry Booker	Blanche Payson	Frank Beal
Laura La Varnie	Bert Gillespie	Jack Blythestone
Dorothy Lee	Slim Summerville	M. St. Clair
Alice Davenport	Jack Cooper	Frank Griffin
Glen Cavender	Ethel Teare	Vin Moore
Ed Kennedy	Rosa Gore	Roy del Ruth
Tom Kennedy	Hyman Binensky	Eddie Cline
	Bobby Dunn	

and the beautiful Sunshine Girls.

FOX
ENTERTAINMENTS